

# PORTFOLIO

XIAN-HAO LIAO DESIGN PORTFOLIO



2019-2022



XIAN-HAO LIAO  
PORTFOLIO

2019-2022

# Content

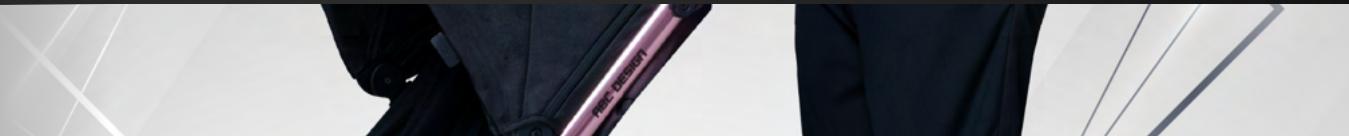
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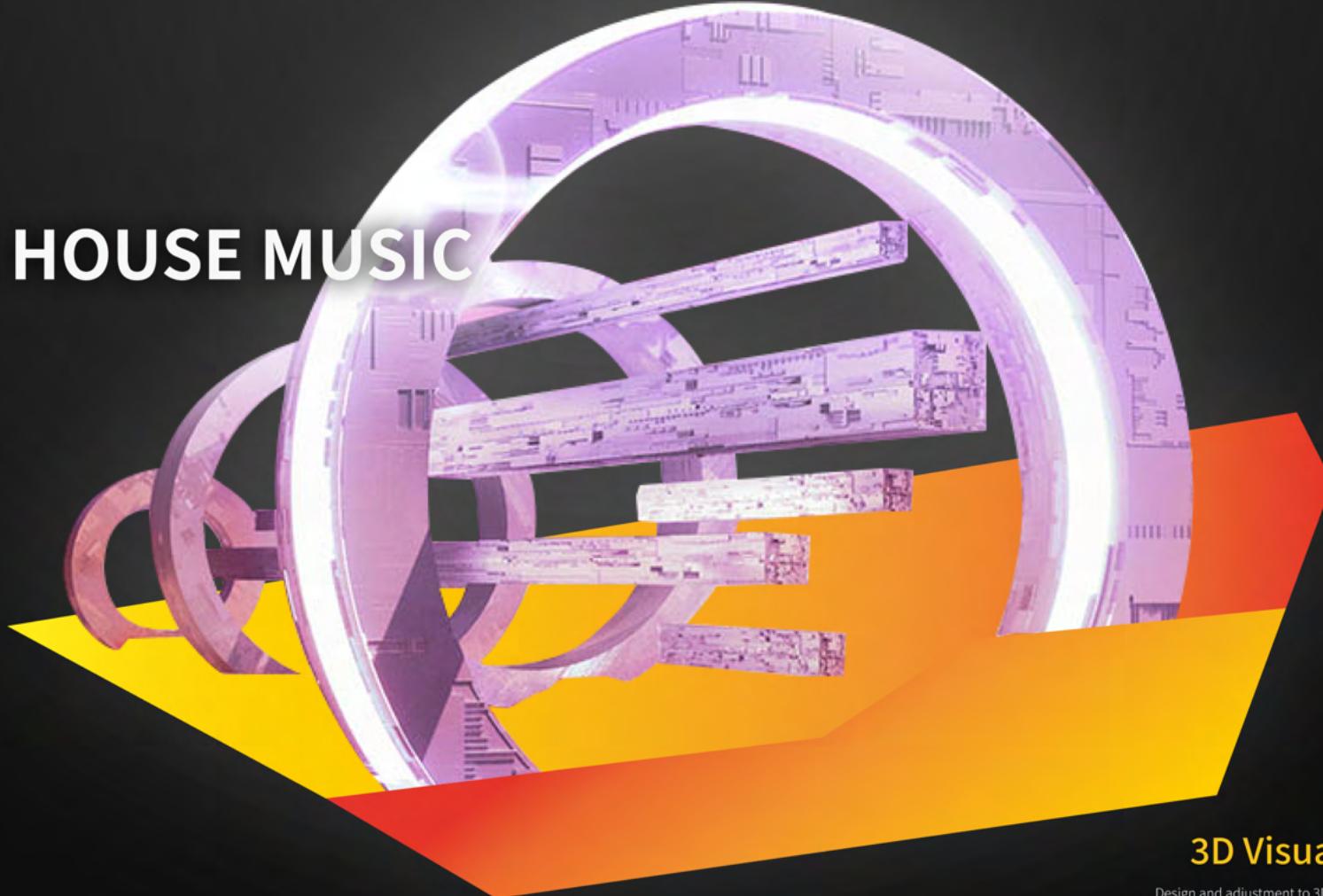


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# 01

## FUTURE HOUSE MUSIC

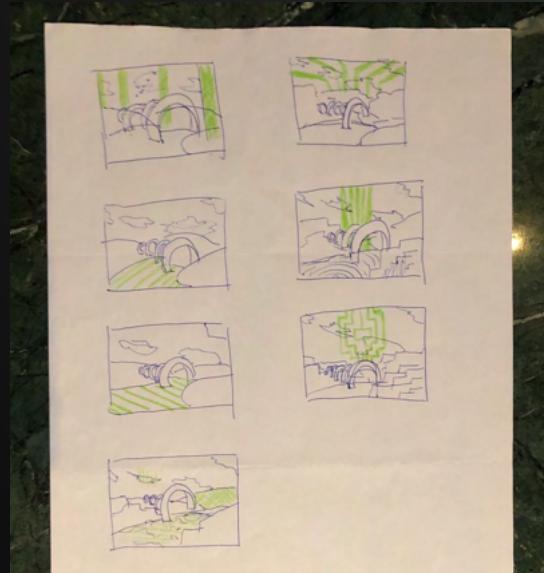


### 3D Visual Artwork

Design and adjustment to 3D Scenes using C4D. Discuss back and forth with clients to finalize artwork. Released on Spotify, and YouTube with 10K+ views and 1K+ subscribers.

Date: 2022.05-2022.07  
Freelance 3D Artist: Xian-Hao Liao

# Making Process



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# Final design



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# 02

## LUCKY CHATBOT



### Chatbot UI/UX

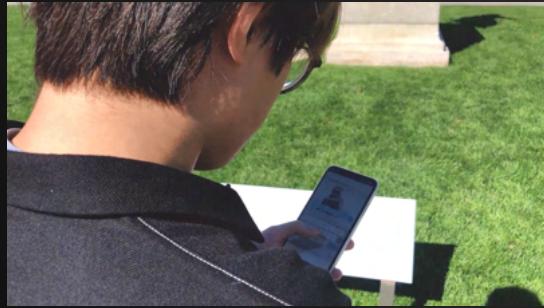
The core concept of this platform is to help people eliminate loneliness. During the Design Studio I "You Are Here Now" project, I experimented with building an interactive, real-time, digital chatbot.

Date: 2022.09-2022.11  
Developer: Xian-Hao Liao

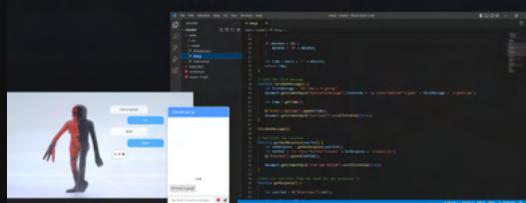


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# Making Process



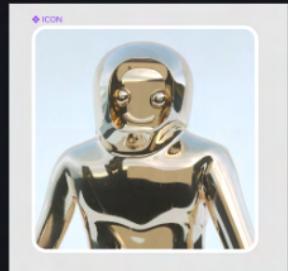
Technical Framework



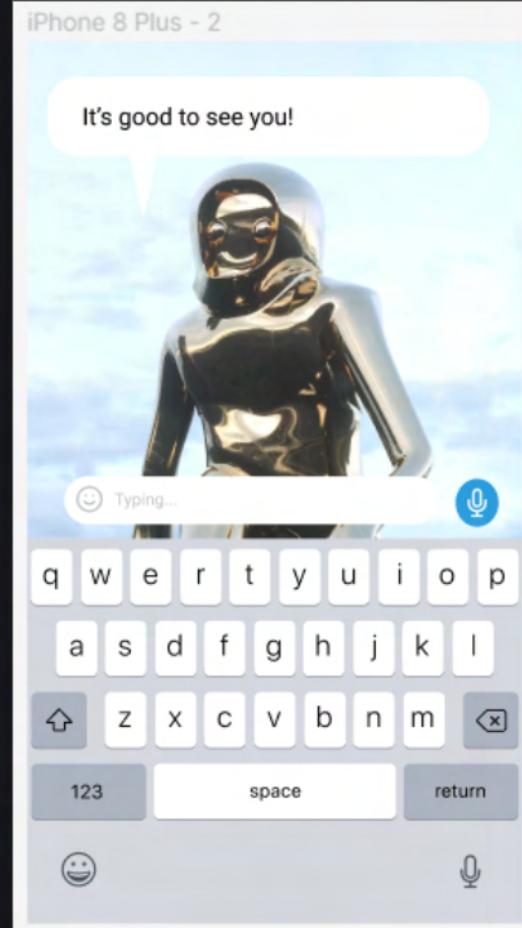
Mascot: Lucky



UI prototype



Icon concept



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I Coordinated requirements with a photography team and I even designed ultra-sized promotional cardboard cut-outs for commercial display for ABC-Design Taiwan.

The goal and ideas of this project is to increase brand loyalty and promote the reputation of ABC Design stroller brand in Taiwan.

# 03

## CELEBRITY BRANDING

代言人王陽明  




### Advertising Project

The project was done in cooperation with  
the marketing team ABC Design

Date: 2021.07-2021.12  
Graphic Designer: Xian-Hao Liao

# Making Process

Communicate requirements

Find reference

Compose the plan

Proposal discussion

Meeting to confirm requirements

Complete plan

Scen script planning

Contracts with outsourcing teams

Assign tasks to every staff

Oversee product status

The day of the filming

Confirm filming file after completion

Confirm finished product with Management Company

**影音1 摄影现场侧录影音** Confidential ABC Design Internal Use

**呈现方式**

利用正面形像拍攝期間，側錄捕捉現場畫面。後製剪輯，並請Sunny錄製一段介紹品牌理念，如前頁主軸。

**運用**

年度代言合作曝光主軸。  
與平面形象拍攝同步進行，商業將有全系列產品入鏡。

**影音A - 35秒內**

**影音2 产品介绍 - A** Confidential ABC Design Internal Use

**呈现方式**

- 佈景 → 白板 - 產品架設如上圖、道具架設參照“輪”標，選用打光陰影呈現，凸顯產品屬性。
- 情境 → 制式化產品介紹，開頭述景，Sunny坐在高腳椅上，與大家Say Hi，並介紹產品特色。
- 商品 → Zephair, Okini Auto, Auxs , Tulip
- 關鍵字 → #安全 #輕巧 #光速收車 #文字稿發問

**影音B - 45分鐘**

**影音3 产品介绍 - B** Confidential ABC Design Internal Use

**呈现方式**

- 佈景架設 → 黑底白燈管架設，層板運用
- 拍攝情境 → 開頭為Sunny近拍，走動帶大家看ABC Design 產品的視角做產品特色介紹
- 產品 → Salsa 3, Samba, Turbo 4, Zoom, Tulip
- 關鍵字 → #高景觀 #輕量車架 #跑車胎 #文字稿發問

**影音C - 45秒內**

**影音4 收车操作** Confidential ABC Design Internal Use

**呈现方式**

- 佈景架設 → 如上面，利用燈箱打光。
- 情境 → 選擇Sunny走進鏡頭後，選定其中一台推車(打光在車子上)。Sunny往前推一小段(畫面：推車與Sunny越來越靠近鏡頭)，定期中間進行收車操作，摺疊走。最後Sunny帶出主鏡頭，挑眉講一句ABC Design only faster
- 產品 → Zephair, Okini Auto, Avus

**影音D - 30s**

**影音1 摄影现场侧录影音** Confidential ABC Design Internal Use

**影音2 产品介绍 - A** Confidential ABC Design Internal Use

**影音3 产品介绍 - B** Confidential ABC Design Internal Use

**影音4 收车操作** Confidential ABC Design Internal Use

**影音C - 45秒內**

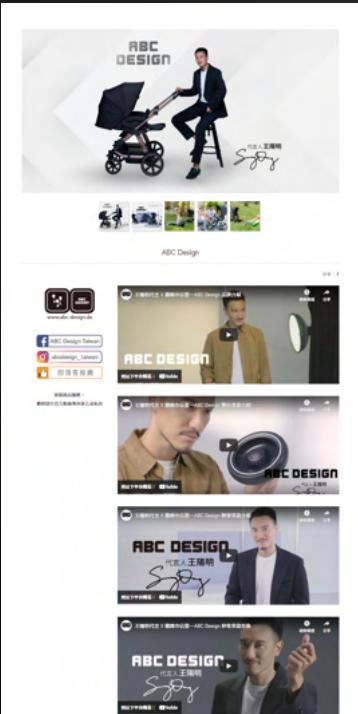
**影音D - 30s**



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# Final design

- Rolled out new product ideas including social media engagements and marketing materials which launched to over 150 local retail stores.
- Facilitated cross-departmental work scheduling and served as the go-to person of the design department.
- Coordinated with supplier on material decisions and color corrections to support new product launch.



I created the official website of the NTCUST Youth Innovation Base (a new performance center in NTCUST).

This website has different landing pages, including entrepreneurial courses, entrepreneurship team, campus activities, entrepreneurial counseling, development equipment, and exhibition information.

# 04

## C-CUBE WEBSITE

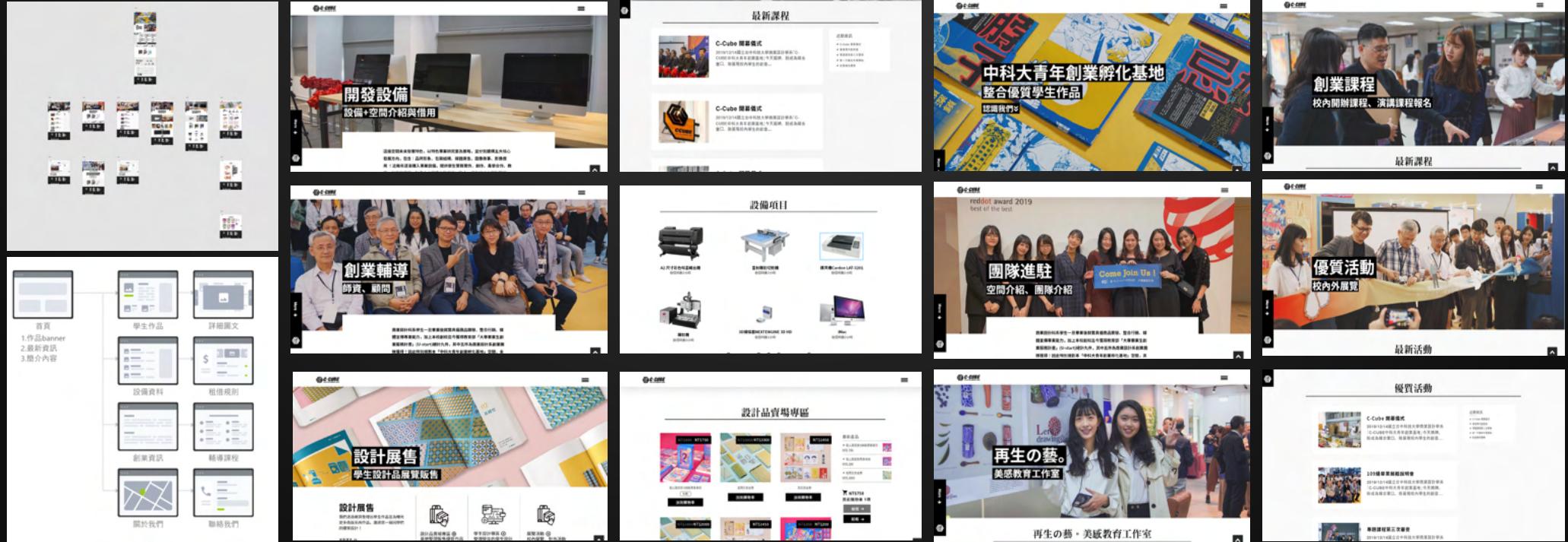


### Webpage Design

which aims to publish  
the news of NTCUST Youth Innovation Base for students

Date: 2020.01-2020.06  
Team Leader: Xian-Hao Liao

# Making Process

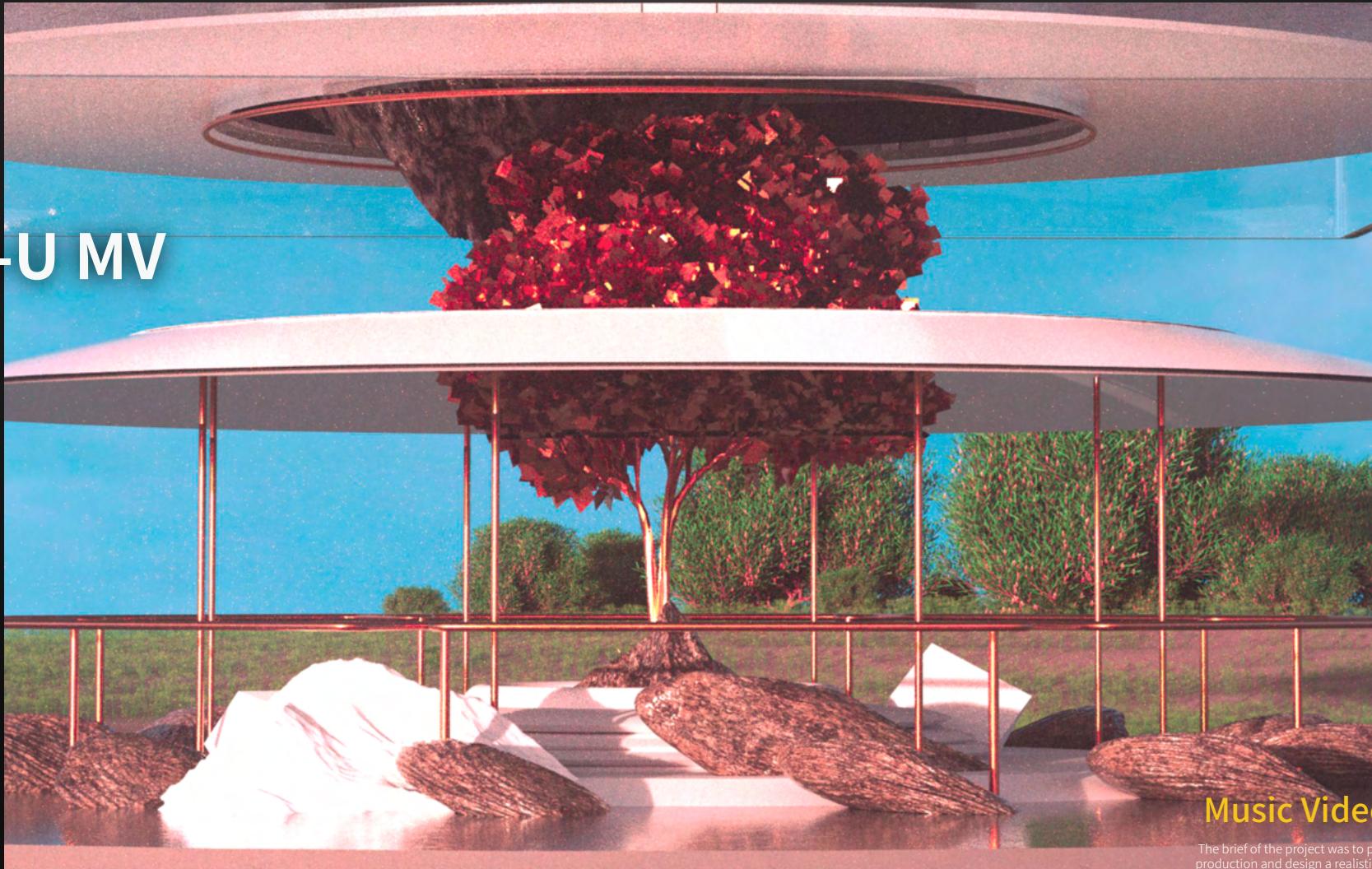


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# Final design



# 05 FOR-U MV

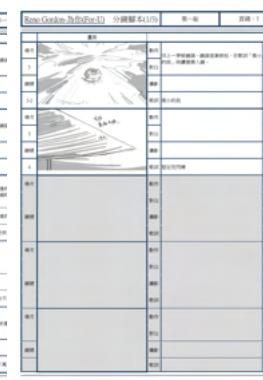
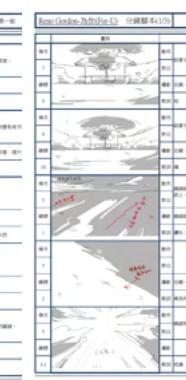
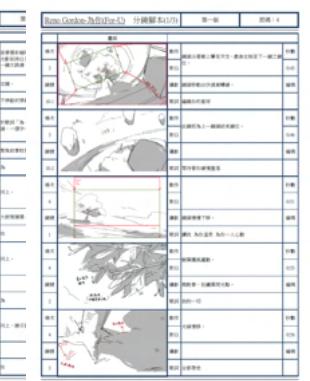
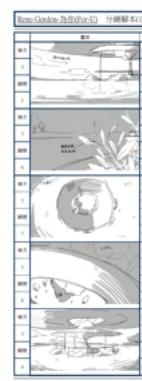
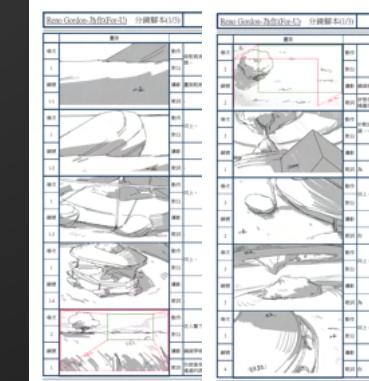
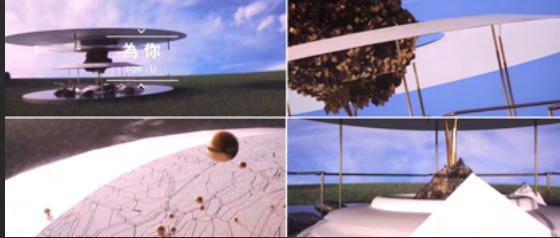
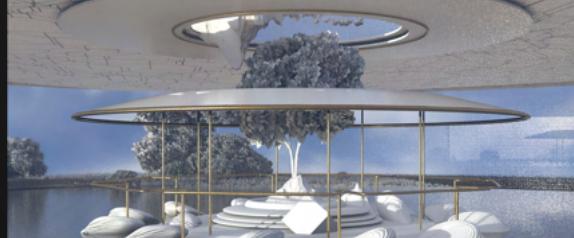


Music Video Design

The brief of the project was to process the whole music production and design a realistic and vivid music video.

Date: 2019.01-2019.04  
Individual Project: Xian-Hao Liao

# Making Process



# Final design



# 'FOR-U'

RENO GORDON  
FT. LUNA

A LYRICS VIDEO BY BROTHERHOOD CASUAL

DIRECTED BY RNGDN

3D MODELING.YANG PO ZHI

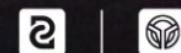
EDIT&DI.RNGDN

MANAGEMENT. BEAR TIM

LINE PRODUCER

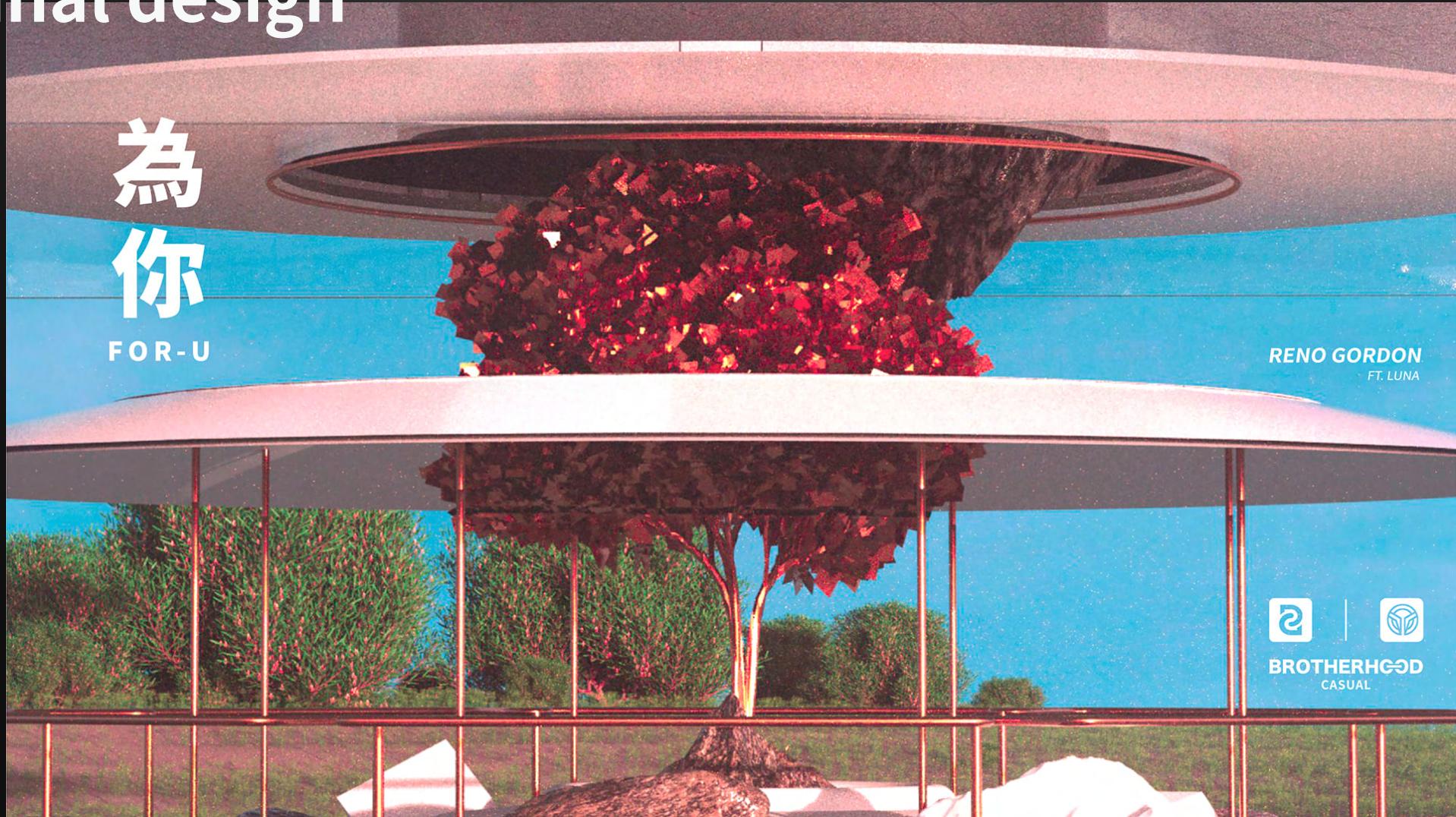
TW  
RENO GORDON,XUN XIE

LA  
AUSTIN LEEDS



BROTHERHOOD  
CASUAL

# Final design



06

BRHC MUSIC



Branding Design

Electronic music promotion brand **by myself**  
since 2018

Date: 2019.10-2019.12  
Team Leader: Xian-Hao Liao

# Making Process

Brotherhood casual is a music channel founded by designer **Xian-Hao Liao**. This YouTube channel promoted mostly Taiwanese music producers. In 2018, Xian-Hao and his friends created this music channel to connect people. He supported many Taiwanese producers to promote their music in Brotherhood Casual.



A screenshot of the YouTube channel page for "Brotherhood Casual". The channel has over 1 million subscribers. The main video thumbnail shows a person's face with the text "DON'T YOU". Below the video are several smaller thumbnail images of other videos from the channel, including "GSSH - Don't You (Dark Duck Remix)" and "GSSH - Don't You (Dark Duck Remix) [Official Music Video]". The channel also features a "NON-Copyright music" section and a "Music Box" section.

# Final design

Tracklist:

Clean bandit - Mama (Eric Yian Remix)  
Kiiara - Messy(Lashellow Remix)  
Locu5 ft. Alaze - Moonlight  
Modestep & Virtual Riot - Nothing (LEVII Remix)  
Diiton - Go On And On (Extended Mix)  
Diiton & Ryan Jeff - Drown In You (Extended Mix)  
Felix Jaehn x Mike Williams- Feel Good (Reno Gordon Remix)  
ZowieTech - Stranger (Extended Mix)  
Avicii vs Nicky Romero - I Could Be The One (Dark Duck Remix)  
PuFFcorn & Horzman - Bomb (Original Mix)  
Shades Of Grey>Showmain Remix)  
Dua Lipa - New Rules (Locu5 Remix)  
Diiton - Cockroach(Extended Mix)  
Showmain - Turn Me On (Extended Mix)  
ZowieTech - We will be Free (Extended Mix)  
Zedd, Katy Perry - 365 (Locu5 Remix)  
Horzman - IDGAF feat.Crazy Hype  
Balious - They Confused You  
Justin Caruso - High Enough feat. Rosie Darling(Narcyz Remix)  
Narcyz - You and Me



07  
00



## Music Production

A collaborative music project during my senior year, mainly making music for Tainan University of Technology graduation animation project.

Date: 2020.05-2020.01  
Music producer: Xian-Hao Liao

# Making Process

里行者  
By The Fool



The screenshot shows the Ableton Live 11 Suite interface. The top menu bar includes File, Edit, Create, View, Options, Help, and a tab indicator for 'Top'. The main workspace displays a timeline with multiple tracks. On the left, the 'Search (Ctrl + F)' panel is open, showing search results for 'Waveshaper VST'. The right side of the screen shows the 'Master Chain Ableton' section with various audio effects like 'EQ Eight', 'Glue Compressor', and 'X8000'.

# THANKS

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