Sho Hsieh

Interactive Experience Designer

Taipei, Taiwan · Open to remote work and relocation anywhere, including Melbourne, Singapore, Toronto, Vancouver
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PROFILE

Interaction and motion designer with eight years of experience creating visual systems, interfaces and visitor journeys for museums and immersive exhibitions. Translate project concepts into production-ready designs, motion demos, 3D assets and developer specifications. Additional freelance experience in animation direction and bilingual coordination of US promotional campaigns.

EXPERIENCE

23Design — Motion & Interaction Designer

Taipei, Taiwan · 2018–present · Official title: Motion Designer

- Design interfaces, motion and interactive content from initial concepts developed with planners and PMs; assess implementation constraints and refine designs with developers.
- Create UI layouts, interaction flows, motion demos and asset specifications, including interaction states and error scenarios. Review transitions across kiosks, phones and projections to keep visitor actions and attention aligned.
- Produce After Effects demos and 3D scene tests for client review and production planning; test installations on site with PMs and developers and propose visual and usability improvements.
- Introduced Midjourney into the original New Friend design workflow. On comparable work, visual-direction development shortened from roughly 1-2 months to about one week, and background production to approximately one-quarter of its previous time (project-based estimates).

Fifth Atrium — Animation Director / Project Manager (Freelance)

Remote from Taipei · Mar 2024–present

- Manage TAITRA's US out-of-home and interactive campaigns (2024-2026) and the SEMA | AAPEX campaign (2025), coordinating Taiwanese clients, US vendors, producers and designers. The 2026 campaign is in closeout.
- Provide bilingual client communication and design-production advice; review interaction prototypes and Figma flows. Allocate and review cost items against budget, with final reconciliation handled by the producer.
- Producer with Kathleen I-Ying Lee on the Asian World Film Festival (2024, 2025): schedules, client communication, asset delivery and ceremony screen content.
- Directed the opening animated sequence for Endling (2024); recruited collaborating animators, aligned visual concepts with the film director, and integrated animation through final compositing.

Earlier experience

Taipei, Taiwan

- Compulsory military service, 2017-2018 · Freelance designer, 2016-2017.

SKILLS & TOOLS

Design: Exhibition visual systems · UI/UX · Cross-device interaction flows · Motion prototyping · 3D modelling and UV mapping · On-site testing · Developer handoff · Animation direction · Production coordination

Tools: After Effects · Premiere Pro · Illustrator · Photoshop · Procreate · Procreate Dreams · Cinema 4D · Blender · ComfyUI · Midjourney · Stable Diffusion · Runway · Figma · Claude-assisted workflows · Topaz

SELECTED PROJECTS

New Friend — New Taipei City Art Museum

Immersive interactive installation · 2023

- Designed interactive visuals, UI and visitor flows for an experience that turns children's scanned drawings into creatures in a shared projected world.
- Defined UV mapping regions and visual rules to preserve creature identity while accommodating individual drawings. Refined scene composition, island placement, colour and boss-event staging through on-site testing with developers.
- Reviewed mobile-linked and kiosk journeys with the PM, proposing transitions that direct attention between personal devices and the projected world.

Future Laboratory — Semiconductor Future Pavilion

National Taiwan Science Education Center · 2023

- Designed touch-screen UI and the interaction journey from a values quiz to drawing and sending an object into a shared projected world. Worked with PMs and developers to translate curatorial content into implementable quiz and allocation rules.
- Created all 27 interactive object models, from sketches and concepts to drawable-region planning and UV mapping; integrated and adapted third-party environmental assets. Developed the presentation approach with the PM and supplied assets and specifications to developers.

ENERGYM — Taipower D/S ONE

Permanent interactive exhibition · Opened 2019

- Led multimedia visual design for six installations: Greenhouse Yoga, Energy Observation Station, Hydroelectric Bounce, Wind Dance, Wave Battle Ropes and Photovoltaic Movement.
- Established the ENERGYM floor's icon, colour and signage system, connecting individual energy experiences through a consistent visual language.

GOOD LUCK! : 80 Years Since the End of the War

Ministry of Culture exhibition, Taipei · 23Design · 2026 · AI-assisted visuals

- Kanroshui: created a perspective-matched virtual display case for an 85-inch screen using museum-authorised sculpture imagery and a Blender blockout, producing an illusion of depth from the intended viewing angle.
- Used Claude to assist model selection and ComfyUI workflow setup; iterated prompts and generated footage to achieve the intended lighting. Upscaled with Topaz and delivered a short loop compressing a full day's light changes for programmer-controlled video and lighting playback.
- Also responsible for the exhibition's floor, wall and map projections.

Kaohsiung Light Year — Sonic Fantasia, Kaohsiung Music Center

Building-facade projection · 23Design · 2020–21

- Responsible for the Music Center projection within a bay-wide New Year's Eve event, from script and vendor projection tests through imagery development, production and the final on-site test.

WASAY BAR — Xindian Yulon City

Interactive exhibition · 23Design · 2025

- Designed the overall exhibition visuals and the UI, including a photo booth offering a real or AI-styled portrait for a printed licence.

Endling — Fifth Atrium / Rising Voices

2024 · Animation Director / Animator / Character Designer / Concept Artist

- Coordinated animation production within a nine-person animation team (excluding producer), delivering approximately one minute of 4K frame-by-frame animation in 20 production days.
- Created character model sheets, unified work across animators and completed final compositing. Tested frame-rate and compositing treatments with the film director to balance a visibly hand-drawn aesthetic with fluid motion.

RECOGNITION — PROJECT / TEAM CREDITS

Semiconductor Future Pavilion: ADC 104th Annual Awards Silver · MUSE Design Awards Gold & Silver · Communication Arts feature
ENERGYM: MUSE Creative Awards 2021 Gold ×2 · AAM MUSE Awards 2020 Honorable Mention · SEGD Global Design 2021 Merit
World Hakka Expo World Pavilion: MUSE Design Awards Gold
Kaohsiung Light Year: MUSE Design Awards Platinum 2021, awarded to the event
Endling — festival recognition: Tribeca 2024 and HollyShorts 2024 official selections · LA Asian Pacific Film Festival 2025 · NFFTY 2025 jury nominee · Oscar-qualifying

EDUCATION & LANGUAGES

Shih Chien University, Taipei · Bachelor of Fine Arts, Department of Communications Design — Digital 3D Animation Design · 2016

Languages: Mandarin Chinese — native · English — working proficiency