

PETER LOO

 Versatile Web & Graphic Designer

 Insightful, Curious Communicator

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EXPERIENCE

SIMON FRASER UNIVERSITY

Limited Term Lecturer | *January 2023 - August 2023*

- Taught Graphic and Web Design to undergrad students, ensuring effective curriculum delivery and student engagement.
- Collaborated with teaching assistants to plan course schedules and provided valuable feedback on exam and project work.
- Consulted and mentored students on coursework.

BODWELL HIGH SCHOOL

Media Coordinator / Designer | *February 2014 - August 2022*

- Modernized school website, increasing traffic by 130% and earning the BCCIE 2015 award. • Led student media team, resulting in successful yearbook production and student development. • Created impactful promotions for international markets, enhancing brand visibility and reaching diverse audiences.

PENTCO INDUSTRIES, INC.

Marketing Coordinator / Designer | *March 2010 - February 2014*

- Designed and maintained company website, exceeding traffic target goals by 20%. • Implemented Google Analytics to measure website performance and inform data-driven decisions.
- Enhanced project management efficiency through diligent support and updates to tracking database.

DISC-GO-TECHNOLOGIES, INC.

Web / Graphic Designer | *March 2007 - February 2010*

- Maintained corporate E-commerce website, ensuring seamless user experience and customer satisfaction. • Developed and enforced branding guidelines, ensuring consistent brand identity across materials. • Created effective marketing campaigns, driving a 15% increase in customer engagement.

KWANTLEN POLYTECHNIC UNIVERSITY

Part-Time Lecturer | *January 2007 - April 2007*

- Developed comprehensive curriculum, fostering practical skills in Interactive Software Applications, a web development course. • Provided valuable feedback on exams and projects, promoting student growth and learning.

ALU LIKE, INC.

Media Specialist / Designer | *February 2004 - September 2006*

- Designed impactful print publications for community outreach and Native Hawaiian programs. • Co-developed and enforced branding for ALU LIKE and its non-profit educational programs. • Partnered with program contributors to develop educational materials for Native Hawaiian youth and young adults.

HONSTUDIOS

Art Director | *March 2002 - February 2004*

- Managed a team of 3 designers and 1 programmer, delivering content for local clientele. • Developed and curated media assets and publications library, ensuring efficient workflow. • Provided support and consultation to high-profile clients including Nissan Hawaii, Hard Rock Cafe, the YMCA, and Ko'Olina Resorts.

WALT DISNEY INTERNET GROUP

Designer | *January 2000 - May 2001*

- Produced content for weekly promotional online campaigns, collaborating with cross-departmental teams. • Managed content proofing and editing process for campaign delivery. • Ensured integrity of Disney's digital media assets in accordance with style guide libraries.

EDUCATION

HAWAII PACIFIC UNIVERSITY

MASTERS OF COMMUNICATIONS / 2002 -2006

SIMON FRASER UNIVERSITY

Instructional Skills Workshop Certificate / 2023

PACIFIC LUTHERAN UNIVERSITY

BACHELORS OF FINE ARTS - GRAPHIC DESIGN / 1996 - 1998

SKILLS

Photoshop	Illustrator	InDesign	Acrobat	Premiere	XD	Dreamweaver	Office
Wordpress	HTML	CSS / SASS	JavaScript	Branding	Typography	Copywriting	Photography

EXTRA

 Sci-Fi / Fantasy Nerd

 Novice Crafter / Tinkerer

 Closet Gaming Fiend

 Father of Humans + Dogs