

PETER LOO

 Versatile Web & Graphic Designer

 Insightful, Curious Communicator

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E D U C A T I O N

HAWAII PACIFIC UNIVERSITY

MASTERS OF COMMUNICATIONS

PACIFIC LUTHERAN UNIVERSITY

BACHELORS OF FINE ARTS - GRAPHIC DESIGN

E X P E R I E N C E

BODWELL HIGH SCHOOL

Media Coordinator / Designer

Sept. 2006 - Apr. 2007 & Feb. 2014 - Present

Modernized school website, increasing traffic by 130%, earning a BCCIE award. Created ads and promotions for international markets. Developed signage / art installations as well as traditional brochures, leaflets, forms, presentations. Mentored student media team in yearbook production. Took initiative on developing a variety of website projects to improve school reach.

PENTCO INDUSTRIES, INC.

Marketing Coordinator / Designer

March 2010 - February 2014

Designed and maintained company website and promotional materials for interior designers, architects, and developers. Setup Google Analytics account to measure website traffic and develop traffic target goals. Cataloged and photographed various residential and commercial projects. Supported and updated project tracking database.

DISC-GO-TECHNOLOGIES, INC.

Web / Graphic Designer

March 2007 - February 2010

Designed and maintained corporate E-commerce website on custom OSCommerce platform. Illustrated product mascots, incorporating them into online and print materials. Developed and enforced branding and style guide. Created campaigns for direct mail and e-mail marketing. Worked with engineering staff to create manuals, templates, decals, and faceplates.

ALU LIKE, INC.

Information Systems Specialist / Graphic Designer

February 2004 - September 2006

Designed print publications for community outreach / Native Hawaiian programs. Created intranet site to facilitate inter-departmental communications. Co-developed and enforced branding for ALU LIKE and its non-profit, educational programs. Partnered with program contributors to develop various 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 to develop content for local clientele and internal promotions. Developed and curated media assets and publications library. Provided support and consultation with clients that included Nissan Hawaii, Hard Rock Cafe, the YMCA, and Ko'Olina Resorts and Golf Club.

WALT DISNEY INTERNET GROUP

Designer

January 2000 - May 2001

Worked in cross departmental teams to produce content for weekly promotional online campaigns, including co-branded e-commerce projects with EBay. Setup and managed content proofing and editing process for campaign delivery. Ensured integrity of Disney's digital media assets in accordance to their style guide libraries.

E X P E R T I S E

Adobe Photoshop	Adobe Illustrator	Adobe InDesign	Adobe Acrobat Pro
Adobe Dreamweaver	Adobe Premiere	Adobe XD	HTML / CSS / JavaScript
Wordpress CMS	Microsoft Office	Copy writing	Photography

E X T R A

 Sci-Fi / Fantasy Nerd

 Novice Crafter / Tinkerer

 Closet Gaming Fiend

 Father of Humans + Dogs