PETER LOO

Versatile Web & Graphic Designer | Insightful, Curious Communicator

: 778-869-6216 | : peter@guru3.com | : www.guru3.com

INDUSTRY EXPERIENCE

BODWELL HIGH SCHOOL
Media Coordinator / Designer | *February 2014 - August 2023*

Modernized school website, increasing traffic by 130%, earning a BCCIE 2015 award. Created promotions for international markets. Developed navigational signage and art installations as well as brochures, leaflets, forms, presentations. Mentored and led student media team in yearbook production. Took on design and implementation on variety of website projects.

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

Designed print publications for community outreach / Native Hawaiian programs. Created intranet site to facilitate interdepartmental 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.

TEACHING EXPERIENCE

KWANTLEN POLYTECHNIC UNIVERSITY
Part-Time Lecturer | *January 2007 - April 2007*

Taught **GDMA 2220** - *Interactive Software Applications*, a 3 credit course focused on web design.

SIMON FRASER UNIVERSITY
Sessional Instructor | *January 2023 - Present*

Teaching **IAT 102** - *Graphic Design*, **IAT 110** - *Visual Communication Design*, **IAT 339** - *Web Design & Development*, all 3 credit courses.

EDUCATION

HAWAII PACIFIC UNIVERSITY
MASTERS OF COMMUNICATIONS / 2002 -2006

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