



VINCENT LO
GRAPHIC DESIGNER

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520 GEARY STREET #108
SAN FRANCISCO, CA 94102

OBJECTIVE

To be hired as a full-time graphic designer

EDUCATION

Academy of Art University, San Francisco, CA
Master of Fine Arts, 2007

University of Central Arkansas, Conway, AR
Bachelor of Science Biology, College of Sciences and Mathematics,
minor in physical science, 2002

PROFESSIONAL EXPERIENCE

Astro Studios, Inc.

Freelance graphic designer. San Francisco, CA, July 2008–Present

Academy of Art University

Academy Resource Center tutor. San Francisco, CA, 2008–Present

Chen Design Associates

Graphic design intern. San Francisco, CA, 2008

New Leaf Paper

Graphic design intern. San Francisco, CA, 2006

AWARDS

International Design Awards Land & Sea Competition 2008:
1st place Graphics Non-Professional Category: G1 Grand Prix

SKILLS

Adobe CS3 & CS4, Microsoft Office 2007, PC and Mac literate.

Digital SLR photography, lighting, product photography.

Hand sketching and illustration.

Patient and diligent multitasker. Work well in a team environment.

Bilingual: Mandarin Chinese and English.

REFERENCES

Available upon request



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G1 GRAND PRIX: THE RACE TO GREEN

The G1 Grand Prix Concept is the vision I foresee for the future of racing, the automobiles industry, and the future of renewable energy. Shortly after moving to San Francisco, I was exposed to the importance of designing for the environment and sustainability. I chose to leave my car at home because I did not want to expose it to the big city stress such as dings, bumper-checking, parking, theft, etc. Not being near my car allowed me to think critically about the future of my hobby and what would happen if we ran out of fossil fuels or when gas prices become even more unaffordable. Whether an auto enthusiast or not, we are all affected by the diminishing supply of fossil fuels, rise of pollution, and the contribution of global warming.



ALT.F+FRE ALTERNATIVE FUELS AND RENEWABLE ENERGY

This book, Alt.F+FRE, is an indirect companion book to my thesis project, G1 Grand Prix. It acts like a reference book to the advancements of alternative fuels and renewable energy technologies. It provides up-to-date information about the latest sources of alternative fuels and contact information for national distributors. It presents an outlook on how alternative fuels may be the answer to America's dependency on foreign oil and to address the global need to adopt renewable energy practices.



RoHS GREEN ELECTRONICS

The goal of this project was to create a campaign to unify the Restriction of Hazardous Substances (RoHS) Directive standards for the manufacture of electrical and electronic equipment. RoHS is often referred to as the lead-free directive, but it restricts the use of 6 substances: lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls, and polybrominated diphenyls. I created an original logo based one of the pronunciations RoHS, "rose," resembling a traditional computer and a digital rose. I also created the Eco-Advantage Label, a consumer auditing system that quantified the exact amount of hazardous substances that were used to manufacture the product. The logo and auditing system would help standardize the display of RoHS compliance.



GTE REBRANDING

To rebrand GTE, I wanted to rejuvenate the original from its "general" background to a more elite audience, one that appeals to the finer things in life. Thus Grandür Telephone and Electronics was born. After creating a new logo, we were to bring the brand to life, creating the extensions for the brand experience. I was heavily influenced by traditional Asian architecture and avant-garde European automobile engineering and styling. I created an angular logo reminiscent of the Asian corners and set it on carbon fiber material, an exotic texture found on modern race cars and airplanes. The result is an ultra modern wireless phone company that specializes in extravagant luxury cellular phones and accessories.



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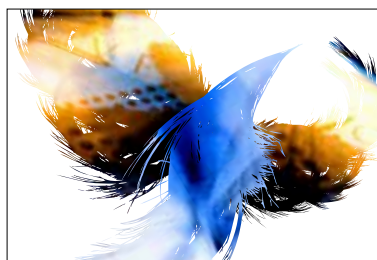
TRAINED: A LUC BESSON FILM FESTIVAL

The first step was to choose a director from a list supplied by the instructor. I did not find one that I was particularly interested in, but chose to do a festival for French director Luc Besson's films. *Léon: The Professional* is one of my all time favorite movies because of its blend of action, comedy, and drama, and it inspired me to seek Besson's other works. The other films of his I chose to incorporate were *La Femme Nikita* and *The Fifth Element*. The underlying theme of the movies is that the main characters were all highly skilled and trained killers/assassins, but had an innocence about them because of the lack of a childhood. Thus, this is what I based my project on.



WAITING ON THE CORNER TO CROSS THE STREET

This is one of my favorite books in my MFA career. It is a visual journey based on a very vivid dream I had. When I woke up from it, I had to write it down—it was just too cool. The “drawing board” turned out to be a great visual influence for me in this project. The initial sketches were quickly drawn in storyboard format so that I could figure out the angles, scale, and pacing. But once placed into the spreads, the sketches turned out to be very illustrative and appropriate for the concept. The sketches came to life as they told the story while maintaining the abstract, ethereal feeling. Black and white elements from photographs and large solid color blocks completed the mood for each spread.



FREEDOM BIRD

Experimental Typography was probably one of my favorite classes of my time at the Academy. It was a class where I was allowed to break the rules of traditional typography and design to create original works of art. A notable project is a music interpretation poster where I took snippets of typography, images, and other random objects and projected them onto a wall. I took pictures of that projection, and compiled them into a poster format. The song that I chose was *Vivagio* by Pedro del Mar, a very uplifting trance song. Words that came to mind were “freedom,” “spirit,” and “heavens,” and thus, I created a flying bird-like image for the poster. Note that Photoshop was not used to manipulate the photos with the exception for color correction.



PEOPLE-FLOOD

People-Flood is a book about the study of the movement of people traffic in San Francisco's Bay Area Rapid Transport (BART) system. This was a part of an urban archaeology project to collect, catalogue, measure, map, and analyze the artifacts of contemporary urban life. During peak hours of usage, the flow of people can be compared to a flooding of passageways, with each person trying to go their own direction and trampling those who get into their way. To traverse to the different levels and platforms, the stairs and escalators are the most popular means. This book quantifies and compares the amount of traffic on the stairs versus the escalators and the amount of movement during specific times.



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PURE DIGITAL FLIP MINO GRAPHIC SKINS

Original Illustrations applied on Flip Mino pocket camcorder.





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GAZILLION ENTERTAINMENT
Naming, logo, ID system, website.





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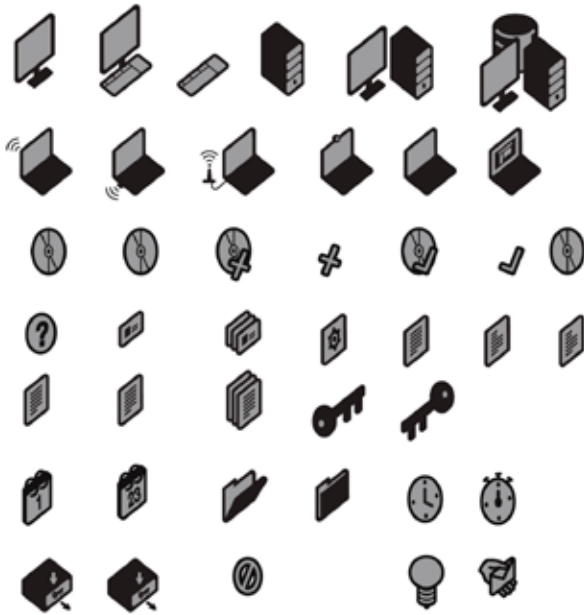
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JUNIPER NETWORKS

Company-wide facelift, icons design.





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ASTRO GAMING MISSION BAG

Product styling, photography.





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ASTRO STUDIOS GDC POSTER SERIES

Event posters for 1st Annual Astro Gamers Development Conference Afterparty.





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ASTRO THEORY

Brand book promotional piece.

