



Albert Loo

Who I am

A graphic designer seeking to bring joy to people's daily lives; I was the kid that enjoyed the Lego box and instructions just as much as the Legos. With a strong background in marketing and retail channels, I am adept at translating design needs to engaging visual solutions.

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What I've done

TEN GUN DESIGN Edmonds, WA

Senior Designer Clients: Xbox, Microsoft 06 / 18 - 05 / 23

- Conceived and created brand and site compliant go-to-market retail assets for global distribution; including product pages, web banners, email, landing pages, download cards, packaging, and visual merchandising for Xbox and other Microsoft IP.
- Created efficiencies via software automation; refined internal processes then adopted by other teams; and established and integrated Brandfolder into workflow, significantly reducing time spent searching for assets.
- Onboarded new hires and contractors; created and maintained web-based training materials.

AMAZON Seattle, WA

Visual Designer Box Fort Studios 10 / 17 - 03 / 18

- Supported teams across Amazon with creative for each team's unique needs. Charted project action plans on projects including digital, print, branding, video, and animation.
- Provided design guidance to video producers and animators to create more polished final output.

Visual Designer Amazon Business 07 / 15 - 10 / 17

- Architected all marketing creative including onsite, external, email, social media, direct mail, sale events, and tradeshow. Directed photo shoots, managed style guides and project intake.
- Updated brand style to better align messaging with evolving corporate objectives and compel business growth.
- Executed successful email campaign with marketing automation team to drive record-breaking registrations and spend.

Visual Designer Amazon Local 10 / 13 - 07 / 15

- Produced marketing collateral for US and UK teams spanning onsite, associates, tablet lockscreen ads, email, and locker wraps. Sourced stock images for daily deals, retouched to ensure compliance with guidelines.
- Convinced Program Managers of need for high-quality photos to reinforce the restaurant delivery space. Developed photo guidelines and scalable freelance photographer program.
- Consistent high-performer, winning two awards.

FREELANCE 10 / 11 - 10 / 13

Clients: Microsoft, T-Mobile, Wolfgang Puck Coffee, Q Nightclub

SEA-DOG LINE Everett, WA

Art Director 05 / 08 - 10 / 10

- Brand owner, drove marketing collateral, packaging, print catalog, and product photo shoots.
- Led conversion of static website to dynamic e-commerce site.
- Automated development of biennial 300-page plus print catalog, featuring thousands of parts; proactively easing future updates.



What I do

- Branding
- Concept
- Digital
- Direction
- HTML/CSS
- Illustration
- Marketing
- Print
- Process
- Type

- Photoshop
- Illustrator
- InDesign
- PowerPoint
- Figma
- Brandfolder
- Office



What I know

Associate of Applied Science
Visual Communications
The Illinois Institute of Art

Bachelor of Science, Biology
The University of Chicago