



KEVIN YUEN KIT LO MA, BFA | CURRICULUM VITÆ 2011

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LANGUAGES

Bilingual in English and French. Fluent in conversational Cantonese.

PROFESSIONAL EXPERIENCE

2001 – current

FREELANCE ART DIRECTOR AND GRAPHIC DESIGNER | LOKI DESIGN

Interdisciplinary freelance art direction and graphic design, working primarily with clients in the cultural, activist, and non-profit sectors. Providing communications consulting, identity development, print and interactive design services. LOKI DESIGN also publishes work dealing with the intersections of typography, poetics and politics both online and in print. Clients include the Canadian Centre for Architecture, Secret City Records, Artivistic, the Otesha Project, and Tadamon.

2007 – current

PART-TIME INSTRUCTOR | CONCORDIA UNIVERSITY

Delivering second and third year studio courses in the Design & Computation Arts Department. Subjects covered include typographic fundamentals and editorial design, experimental typography in print and interactive environments, visual culture studies, identity design and professional portfolio preparation.

2007 – 2010

SENIOR ART DIRECTOR | COSSETTE / FJORD

Creative conception, art direction and lead design on digital advertising and communications campaigns. Scope of work included online branding, corporate website/microsite design, social media strategies, and interactive banner campaigns. Leadership and management of design, animation and development teams. Clients included Bell Canada, Tourisme Québec, Air Transat, GM, Molson, and Université de Montréal.

2005 – 2007

INTERACTIVE ART DIRECTOR | BLUESPONGE

Responsible for the art direction and design of rich media websites and interactive experiences. Involved in the overall concept development, strategy, content-creation and interaction design. Clients included Tourisme Montréal, Parasuco Jeans, Galafilm, and the Montréal Exchange.

2003

GUEST LECTURER | ACADEMIE ST. JOOST

Delivered lectures on design history and social activism through design practice to undergraduate communications and design classes.

2002

GRAPHIC DESIGNER | LE CORPSINDICE

Designed printed and interactive communications materials for Le CorpsIndice, an experimental dance company that merges contemporary dance with physical computing technology.

2001

WEB DESIGN INTERN | DIESEL (NOW SIDLEE)

Awarded a four month summer internship. Designed interfaces for a variety of client websites, image creation and treatments, while also participating in the company's rebranding initiative.

2001 TEACHER / RESEARCH ASSISTANT | CONCORDIA UNIVERSITY
Taught youth at risk creative skills and software knowledge as part of a community outreach initiative. Member of the pilot program that has since become integrated into the Design Art curriculum. Assisted with the organisation of the Declarations symposium and conducted parallel research for the Educational Technology department.

2000 - 2001 WEB DESIGNER | AREA COMMUNICATIONS
Designed and developed websites, interactive presentations and marketing collateral for a wide range of corporate clients.

EDUCATION

2004 MASTER OF ARTS, TYPO/GRAPHIC STUDIES | LONDON COLLEGE OF PRINTING

2003 MASTER OF DESIGN, GRAPHIC DESIGN | POST ST. JOOST (*incomplete*)

2001 - 2002 GRADUATE CERTIFICATE DEGREE, DIGITAL TECHNOLOGIES IN DESIGN ART PRACTICE | CONCORDIA UNIVERSITY

1996 - 2000 BACHELOR OF FINE ARTS, DESIGN ART | CONCORDIA UNIVERSITY

AWARDS & RECOGNITION

CANADA

- Boomerang Grand Prize (6), Boomerang Award Winner (7)
- Grafika Grand Prize, Grafika Award Winner
- Vidfest Grand Prize
- GDC Graphex Award Winner
- Canadian New Media Award Winner
- Expozine Award Winner, Expozine Award Nominations (2)
- ABTV Finalist
- Featured interview in SNAP! Magazine
- ZedTV (CBC) feature

INTERNATIONAL

- Cannes Cyberlion
- SXSW Best of Show, SXSW Award Winner
- Webby Honoree, Webby Nominations (2)
- Communication Arts Interactive Annual Winner
- Print Magazine Interactive Annual Winner

REFERENCES

Available upon request.