
Sidney Lo

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Education

New York University

Tisch School of the Arts
2004 - 2008

B.F.A. Photography & Imaging
Minor in Asian Pacific American Studies

Skills

PC / Mac Operating Systems
Windows 95/98/2000/XP
OS X

Experienced with Canon dslr bodies & lenses, Mamiya 6/7, 35mm cameras

Lighting (strobes, wireless transmitters / receivers, stands, light meters, soft boxes, umbrellas, flash & slaves, reflectors)

Aperture and Lightroom
Adobe Creative Suite (Photoshop, Illustrator, & InDesign)
Epson large-format printing (4880)
Color profiling
Post-production (airbrushing, color balance, cloning)
Wacom tablets
Prepress (book production / layouts, color matching, typography)
Basic knowledge of Capture One

HTML (hard coding / web design, CSS, jQuery, javascript extensions)
FTP (Transmit.app)
Wordpress / Movable Type
Basic knowledge of PHP

Work

Self Edge

Photography, Marketing
SF & LA, California and NY, New York
January 2007 - August 2010

Modeled and photographed garments for Self Edge's online retail store.

Integrated work with personal fine art projects — created a tie-in with gallery exhibitions and the brands carried by Self Edge.

Advertised on fashion message boards, communicated with customers, and spread awareness of denim's traits, patina, and history.

Created promotional advertisements and collaborated with owners on image branding and event planning.

Timbuk2

Fall/Winter 2010 & Spring/Summer 2011 Lookbook
San Francisco, California
July / August 2010

Created commercial images for Timbuk2's Fall/Winter and Spring/Summer campaigns.

Worked with various models, a stylist, and on-location sets.

Pat Stull Images

Post-Production
San Francisco, California
August 2009 - September 2009

Comprehensive editing, airbrushing, cloning, and exposure and color balancing on large-scale tiff files.

Calibrated images for print on metal plates and Epson printers.

Elfstrom-Hilmer Productions

Book Production & Post-Production
San Francisco, California
January 2010 - May 2010

Created, formatted, and maintained InDesign layouts for a fine art book publication.

Assisted in paper selection, color matching, and cover design.

Calibrated color profiles for offset printing by matching Epson 4800 b&w test prints.

Scanning and retouching b&w scan files.

Archiving negatives, digital scans, and project files.

Sportswear International

Photographer
New York, New York
August 2007

Interior photography for 'Best Retail Shops in America' issue.

Used strobes, radio transmitters and receivers, and composite imaging.

Village Voice

Photojournalist
New York, New York
2007 - 2008

Documented local Manhattan and Brooklyn events.

Worked under a writer and photo editor to collaborate on articles and music reviews for its print edition and various sections of its online site.

Prepared images for web use.

Publications and Exhibitions

Taking Pictures Of People

Who Take Pictures of Themselves
Self-published monograph
May 2010

Self-funded and self-published monograph. Sold independently online and through retail stores in San Francisco, Los Angeles, Portland, and New York.

Series of portraits spans a dozen cities in North America and Asia. Documents fashion enthusiasts who take self-portraits for fashion message boards.

Liaised with offset printers in China and created a publication from the ground up; original layouts, type, materials, and cover design.

Online promotion with high-traffic fashion blogs and an offline front-page article in the Style section of The San Francisco Chronicle.

APA Something Personal

Group Exhibition
Gallery 645, San Francisco, California
December 2009 - January 2010

Here & Now

Group Exhibition
Cleveland, Ohio
July 2009

What Are You Wearing Today?

Video installation and performance piece
March 2007 - March 2008

Self-portrait everyday wearing the same pair of jeans and allowing my hair to grow (as proof of time passing).

Displayed at the Gulf and Western Gallery at New York University in May of 2008.