

# LODA CHOO

2013  
-  
2024

## PORTFOLIO

### WEBSITE

[www.lodaphoto.com](http://www.lodaphoto.com)

### E-MAIL

[lodachoo@gmail.com](mailto:lodachoo@gmail.com)

### MOBILE

737-206-9263

LODA CHOO

01

I have been working as an editor since 2013.

Right after graduating from university, majoring in architecture, I edited architectural books as an editor of a publishing company.

As a photographic journalist, I took documentary photos about the lives of Korean Americans.

Currently, I am an editor-in-chief of KONNECT MEDIA.

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**CURRICULUM VITAE**

**CONCEPTUAL ART**

**IMAGE DESIGN**

**PUBLICATION DESIGN & EDITING**

# LODA CHOO



EDITOR-IN-CHIEF & PHOTOGRAPHIC ARTIST

## A W A R D S

PHOTOGRAPHER'S FORUM

2018 Finalist

DPP OF AUSTIN COMMUNITY COLLEGE

2018 Best of Photos

IPC OF FLORIDA MUSEUM OF PHOTOGRAPHIC ARTS

2019 3rd Place OF Conceptual Photographic Art

ONE EYELAND PHOTOGRAPHY AWARDS

2019 Finalist of Fineart photography

FINE ART PHOTOGRAPHY AWARDS(FAPA)

2020 Nominee OF Professional level

## WORK EXPERIENCE

### EDITOR-IN-CHIEF

2020~Current KONNECT MEDIA \_ Dallas & Austin, Tx, USA

As an editor-in-chief, I am sharing real people's stories, managing the team of writers, editors, and designers, determining the look and feel of the publication, deciding what to publish, and overseeing the publication's operations and policies.

○ ○ ○

### EDITOR & PHOTOGRAPHIC JOURNALIST

2018~2020 NEWSKOREA \_ Austin, Tx, USA

As a photographic journalist, I took documentary photos about the lives of Korean Americans.

### EDITOR

2013~2016 DAMDI Publishing Company \_ Seoul, South Korea

### PHOTOGRAPHER

2022 Life365Portraits \_ Dallas, Tx, USA

After studying photography at Austin community college, I have been creating artwork as a photographic artist. I would call myself a conceptual photographer, meaning I must edit all objects and photos to show my philosophy.

## EDUCATION

2008-2014 Chung-Ang Univ. (Architecture) \_ Seoul, South Korea

2016-2018 Austin Community College (Photography) \_ Austin, Tx, USA

## PUBLICATION

2018 2018 SUMMER OF AUSTIN

2020 Looking Back Over the past of their future

## SKILLS

### ADOBE PHOTOSHOP

100%

### ADOBE INDESIGN

90%

### ADOBE ILLUSTRATOR

60%

### ADOBE PREMIERE PRO

60%

### ADOBE AFTER EFFECTS

60%

### MICROSOFT WORD

100%

### MICROSOFT POWERPOINT

100%

### MICROSOFT EXCEL

90%

### PHOTOGRAPHING

100%

### EDITING

100%

### DESIGNING

100%

### EN TO KO TRANSLATION

100%

### CRITICAL THINKING

100%

### LEADERSHIP

100%

### TEAMWORK

100%

### TIME MANAGEMENT

100%

### ORGANIZATION

100%

### PROJECT MANAGEMENT

100%

### RESEARCH

100%

### ATTENTION TO DETAIL

100%

# CONCEPTUAL ART

# 02

As an artist, I am taking Conceptual photos, working with common objects like fruits, cups, foods, flowers, etc.

I describe my art as a reflection of the world where we are living.

I had several exhibitions to show my philosophy and artwork like Bigbend museum, Florida Museum of Photographic Arts, and PH21 Gallery in Budapest, Hungary.

I was also awarded by several international competitions such as 'Fine Art Photography Awards(FAPA)', '2019 International Photography Competition at the Florida Museum of Photographic Arts', and 'One eyeland photography competition'.



# HOW WE SEE THE WORLD

## Summary

This series was selected Best photo by DPP Spring 2018 print show and nominated at NY-ARTNews and NEWSKOREA. Several artworks were exhibited at Open House Gallery, Big-bend Museum, and Gusto Studios in the USA.

## Applied Skill

Nikon Camera, Lightroom, Photoshop





# INFINITE FINITY

## Summary

In this series, I used taking photos as a tool for her to study how we see the world, what the world is like, and so what the real things are in the world. This series is my ongoing project, and I categorized the theme into three; space, time, and something. But also, I am showing how incomplete the standards we rely on to understand the world. By using the mirror, I am showing how infinite the space is, but also how finite the space we perceive is. I am showing two worlds in this work; one is through the lens and the other is in the mirror. Expressing two worlds, I keep asking if we can imagine beyond what we see through our own lens.

## Applied Skill

Nikon Camera, Lightroom, Photoshop



# SLICES OF TIME; BEING LOST TIME

## Summary

By using long-exposure time, Loda is showing the objects like an apple seem like the same during the time, which is the point of her. Every single moment's things are different because every moment is different. Even though we can't see the difference between one second-ago and after, everything in the world is different by the time. She is showing the time in the photograph, and showing the meaning of the time in the world. She said, "we always, literally always lost the time"

## Applied Skill

Nikon Camera, Lightroom, Photoshop





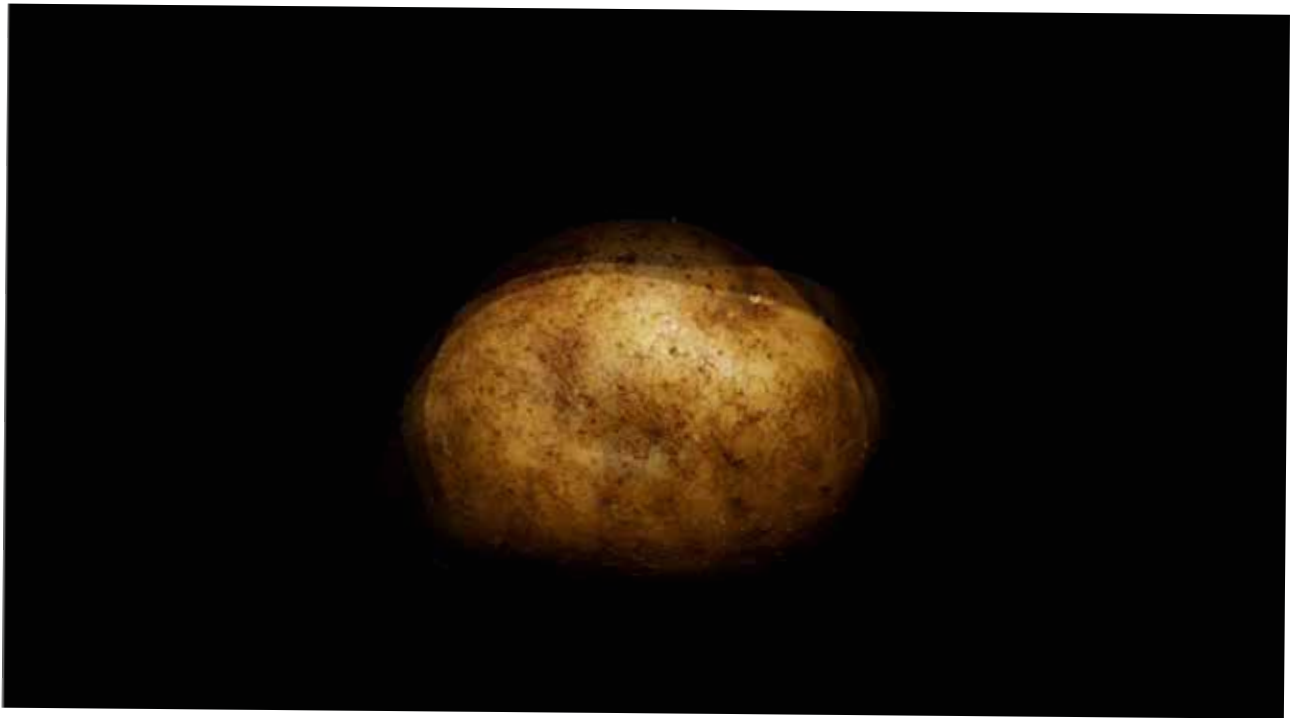
# TO BE

## Summary

To live is being alone to face the eternity of the day.  
To be is facing solitude of eternity.

## Applied Skill

Nikon Camera, Lightroom, Photoshop



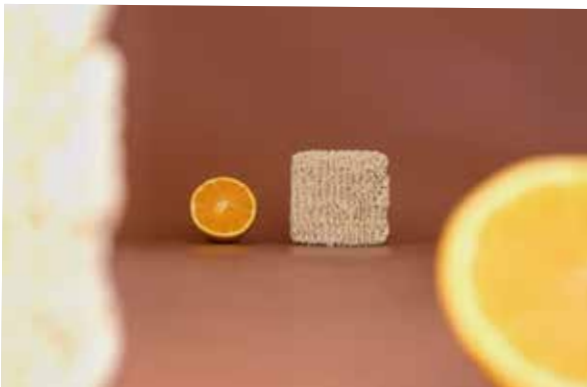
# COVID-19 SCENERY

## Summary

It's when something is called as what was expected and someone called something unexpected happened. It's when you feel that each day has a new color of wind as if you are familiar. Despair and hope intersect, and yesterday and tomorrow are entangled. It's when you just endure it because you don't know when you can get back to your daily life. It is the scenery that believed in warmth even during trials. It is the one that brings back memories of the past and sometimes makes people miss the old days. It is also the one that makes you miss the day of the future.

## Applied Skill

Nikon Camera, Lightroom, Photoshop



# IMAGE DESIGN

# 03

As a graphic artist, I created several images like advertisements, posters, banners, tickets, or digital images.

While working at NewsKorea and KONNECT MEDIA, I had some opportunities to create images.

Whenever having the opportunities, I put my creative ideas on the images to give branding identity for the customers.





# ADVERTISEMENTS & BANNERS

## Client

Moodaepo, HappyPocha, Spicy Jjampong Zizon, MRG, The Council of Korean Churches in Dallas, Fresh K Market, Monica Song Flute Studio, Monica Song Flute Studio, North Texas Korean Nurses Association, Samsung E&C, and etc.

## Applied Skill

Photoshop, illiustrator, indesign and printing, and etc.

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<b>★ 캐비린 스톤 ★</b> 주유소 / c-store 자리 임대 계약 가능 2,000 SF / Pasadena Ave \$12,704 1000 SF / San Antonio Ave \$10,700 전화 : \$1,000,000	<b>★ 신록 2차원 빌딩 ★</b> \$1,000,000 Natural Building 1000 SF, 2014년 완공 예정 As is, but some conditions needed 전화 : \$750,000	<b>★ 김지영 ★</b> \$100,000 이하 \$100,000 이하 \$100,000 이하 전화 : \$400,000

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med spa

**February Special Event**

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<p><b>In mode X380</b> Formo x 3회 윤곽주사 (3cc) X2회</p> <p>\$1,000 → \$1,350 (Medicine included only)</p>	<p><b>세라미드 리프트와 리프트를 위한 리프트</b> 리프트 + 타이트닝 + 하이프닝</p> <p>Shrinkage 30% (1회) X 3회 + Tripla X 6회 \$1,950 → \$1,500 (Medicine included only)</p>

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3. \$1,000 → \$750 (10% OFF)  
4. \$1,000 → \$750 (10% OFF)

**March Special Event**

**MODERN LINE**  
med spa

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비이민비자: 투자비자(E1, E2)

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# PUBLICATION DESIGN & EDITING

## 04

Right after graduating University, majoring in architecture, I edited architectural books as an editor of a publishing company.

I am an editor-in-chief from KONNECT MEDIA.

To share real people's stories, I am managing the team of writers, editors and designers, determining the look and feel of the publication, and deciding what to publish and oversee the publication's operations and policies.



# WEEKLY MAGAZINES

## Summary

Through the Korean community magazine, Loda is trying to bring them practical and useful information, promoting positivity in our community. I am struggling to grow with the Korean-American community, believing in ethical journalism.

## Applied Skill

Photoshop, illustration, Indesign, printing, editing, and etc.



KONNECT PEOPLE

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Artist

Jin Joo Cho

살의 시간 속에서 지켜내는  
어느 장인의 맛과 열력

KONNECT PEOPLE

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Artist

JAE WON JUNG

매일, 매 순간이 저마다

KONNECT PEOPLE

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Artist

Jin Joo Cho

“세상은 내 시간 속에서 지켜내는  
어느 장인의 맛과 열력”

KONNECT PEOPLE

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Artist

JAE WON JUNG

매일, 매 순간이 저마다

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KONNECT PEOPLE

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Artist

JAE WON JUNG

매일, 매 순간이 저마다

KONNECT PEOPLE

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Artist

JAE WON JUNG

매일, 매 순간이 저마다

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문화 & 기술 뉴스 헤드라인

KONNECT CULTURE & TECHNOLOGY NEWS HEADLINES

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문화 & 기술 뉴스 헤드라인



# BOOKS

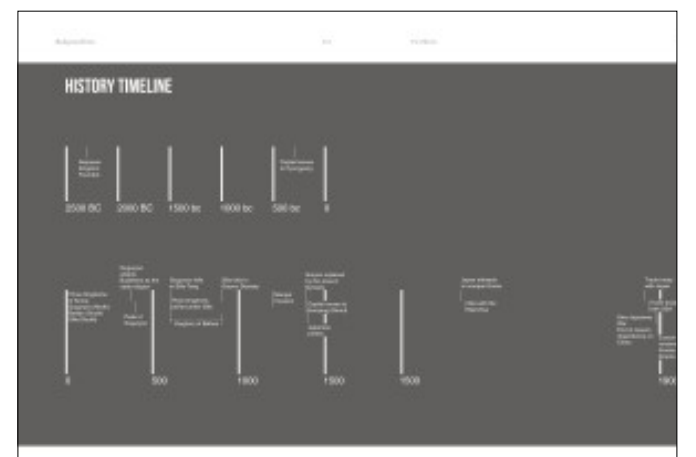
## Summary

As an editor, I edited books. I sometimes wrote for the books, and sometimes designed. I also worked directly with printers in arranging for proofs and with artists and designers in arranging for illustrations and determining the physical specifications of the book.

## Applied Skill

Photoshop, illustration, Indesign, printing, and etc.





**THANK  
YOU**



2013  
-  
2024

**LODA CHOO**