

PROFILE

A confident creative image retoucher with an advanced grasp of Photoshop. Practised in working for major UK and luxury brands. Adept at working closely with Studio Managers, Designers, Creative Directors and Photographers to interpret and develop visual images using innovative creative solutions. Calm under pressure, works confidently in a high-volume design or photographic studio environment or remotely from a home studio. Highly motivated with the ability to work independently or as part of a team. A skilled multi-tasker and trouble-shooter, adept at working efficiently to tight deadlines. Has a working knowledge of studio photography and is comfortable assisting on shoots, liaising with and advising photographers on retouching capabilities and solutions. Has a keenness to continually learn and improve skills.

PHOTOSHOP SKILLS

- High resolution clean-up, image adjustment and colour correction of product, food and lifestyle images whilst retaining natural textures. Experienced in maintaining brand consistency across product ranges.
- Blending together multi-part composites seamlessly and naturally. Experienced in transferring flat artwork onto 3D shapes and packaging, including the use of Photoshop CS6 3D tools and integrating Illustrator CS6 files. Replicating complex print finishes such as gloss and matt varnishes, foiling and emboss/deboss layers.
- Replacing sections of images, changing backgrounds and colours to reflect product and concept amends in post-production. Confident with complex selections, layers, paths and masks. Extending and adapting images for use across multiple formats, including store window graphics, web banners, brochure covers and online assets
- The retouching of beauty and fashion imagery whilst retaining natural appearance of skin, hair and textiles.

PROFESSIONAL EXPERIENCE

Hotel Chocolat, Digital Image Manager

March 2014-April 2015

Working in-house as part of the Design Team, I retouched and composited all high-concept, lifestyle and product imagery for print, packaging and online publication. I administered monthly in-house studio product photography for the Tasting Club and ad hoc product photography for Hotel Chocolat. I created online assets/product visualisations for the Hotel Chocolat website. I managed the integration and cataloguing of new images into the internal library. I was responsible for accurately checking and approving images both on, and off-line.

Published work includes

- High-concept, editorial, lifestyle and product seasonal and core campaign photography retouching. Featured in; store window graphics, POS, Hotel Chocolat, Tasting Club, Corporate catalogue front covers, full-page and half page spreads. Direct Mailings, Online and across social media.
- Front Cover imagery for the Hotel Chocolat *A New Way of Cooking with Chocolate* Recipe Book (2015).
- Composited and retouched product images for packaging, including front/back of box imagery and menu cards.
- Monthly in-house studio product photography for the Tasting Club featured in menu cards, online box scoring and direct mailing.

JOJOHNSON RETOUCHING

- Ad hoc in-house studio product photography for Hotel Chocolat featured in online assets/product visualisations and corporate catalogues.

Hotel Chocolat, Freelance Retoucher

Aug 2010-March 2014

I liaised remotely with the in-house design team to retouch and composite luxury brand catalogue and editorial style images for print, packaging and online publication.

Published work includes

- Editorial style cookbook and recipe images for the Hotel Chocolat *Morning to Midnight* Recipe Book (2012), including front cover imagery.
- Product and editorial style retouching featured on the cover and inside monthly Hotel Chocolat, Tasting Club and Corporate catalogues and promotional material.
- Composited and retouched product images for packaging, including front/back of box imagery and menu cards.

Tesco Media Publishing, Freelance Retoucher

May 2013-Feb 2014

Working as part of a retouching team in a busy high-volume digital studio with fast turnaround and high standards. Retouching and compositing food, lifestyle and product images for print, POS and online publication whilst maintaining brand consistency across multiple product ranges.

Published work includes

- Editorial style Christmas food images for the *Tesco Fine Festive Food* leaflet (Christmas 2013), including front cover imagery. *Tesco Christmas Gift Guide* Catalogue 2013. Various images including full-page and half page spreads of both lifestyle product imagery, and individual product images.
- Various POS images including leaflets, shelf flaps and large hanging banners displayed in Tesco stores nationwide. Ranges include Christmas 2013 festive food and gifts POS and weekly fresh fruit and vegetable produce aisle imagery.

Independent Clients, Freelance Retoucher

2008-Present

Recent Independent clients include; **Stephen Bond**- Photographer, **Thump Ltd.**- Advertising Agency, **Eleanor Jane Photography**, **Huw Jones Photography**.

Recent Published work includes

- Product and editorial style imagery for *The Cambridge Satchel Company* website.
- Product imagery for *Villiers Designer* furniture website

I.T.SKILLS (MAC & PC)

- Advanced knowledge of Adobe Photoshop CS6. Intermediate Knowledge of Camera Raw 6.7, Adobe Bridge CS6 and Premiere Pro CS6. Basic knowledge of Adobe InDesign CS6 and Adobe Illustrator CS6
- Familiar with FTP, Dropbox and online file transfer sites.
- Competent Wacom graphics tablet user.
- Proficient in Microsoft Office.

EDUCATION

2003 – 2006 University of Wales, Newport. BA (Hons) Animation – First Class Honours



REFERENCES Available upon request