

**Macy's Merchandising Group** 2007 to 2011

**Freelance Creative Production Artist and Retoucher**

www.macysinc.com 11 Penn Plaza, NY NY 10001

Catherine Anne Sisto, Senior Visual Manager 212.494.4930

**Actions:** Worked in a supporting role with the Merchandising, Creative and Packaging Teams in a high turnaround environment. Key responsibilities included compositing and retouching images from fashion shoots, retouching a variety of houseware items, compositing photography into 3D environments and assisting Art Directors with comps for presentation.

**Accomplishments:** When the decision was made to bring color proofing of Macy's Brand Guidebooks in-house, I was able to offer insights which proved to be valuable. In addition, I gained a deeper understanding of the fashion industry.

**Photography That Rocks** 2001 to Present

**Freelance Principal Retoucher and Photo Illustrator**

www.photographythatrocks.com Astoria NY 11105

Keith Williams, Photographer 917.647.8189

**Actions:** Responsible for all "refined reality" photo-based retouching and illustration. Projects included high profile architectural interior photography of Bank of America Tower, Moody's World Headquarters at 7 World Trade Center, New York Times Building, Citigroup Court Square and AOL/770 Broadway. Produced a 108 page book documenting the Bank of America Tower construction. Created vector illustrations based on Bank of America and Citigroup photography.

**Accomplishments:** Helped Keith Williams quadruple his client list through "delicious" retouching. Incorporated HDR Pro compositing into the workflow, at times saving hours of bracketed exposure layer compositing per image.

**Freelance Clients Include:** Wolff+Olins, The CementWorks, BBDO, Publicis, DDB Rx, Wieden+Kennedy, Showtime Networks, Merkley+Partners, J.Crew, LifeBrands, PBS Kids, CorbettAccel, Cline Davis Mann, Surge Healthcare, Foam Digital, DiNoto, Macy's Photo Studio, Macy's Merchandising Group

**Backbone NYC** 2006 to 2007

**Digital Retoucher and Production/Post Production Artist**

www.backbonenyc.com 207 W. 25th Street, NY NY 10001

Valerie Hope, CEO vhope@backbonenyc.com

**Actions:** Retouched images at this boutique studio for clients including L'Oréal, Sharp, ESPN and Akademiks. Produced press-ready mechanicals, PDF-X1a's and TIFF-IT's. Aided in maintaining the Kodak Approval System.

**Accomplishments:** Refined and explored new retouching methods. Expanded knowledge of digital prepress.

**LHFI Corporation** 2003 to 2006

**Prepress Coordinator and Retoucher**

300 Crossways Park Drive, Woodbury, NY 11797

Gary Maggio, Director of Advertising Operations 631.681.3668

**Actions:** Responsible for all digital imaging and prepress of catalogue, point-of-purchase and OOH. Directed color on all press runs.

**Accomplishments:** Partnered with Gary Maggio to extend capabilities of in-house Advertising Group. Helped create a SWOP standard in-house proofing system for press go-by's. Team successfully brought retouching and prepress in-house, saving over \$760,000/year while ensuring a start-to-finish closed loop of critical color accuracy.

**john f.x. clarke, jr.**

**a fiercely reliable pixel jockey**

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**EuroRSCG Worldwide/MVBMS**

**Messner, Vetere Berger McNamee & Schmetterer** 2000 to 2003

**Retoucher and Comp Artist**

www.eurorscg.com 350 Hudson Street, NY NY 10014

David Skidmore, Studio Manager 212.886.4232

**Actions:** One of a team of four in-house retouchers working with high-profile clients. Enabled Art Directors to sit one-on-one through final retouching.

**Accomplishments:** Team established first in-house retouching boutique at MVBMS serving Intel, Volvo, Odimo and Subway.

**Grace + Rothschild Advertising** 1997 to 2000

**Retoucher and Comp Artist**

www.oneclub.org/oc/hall\_of\_fame/grace/ 114 Fifth Avenue, NY NY 10011

David Skidmore, Studio Manager 212.886.4232

**Actions:** Responsible for all Land Rover Cars LTD. Retouching including print ads, OOH, dealer art and comps. Worked closely with all Art Directors and Copywriters on numerous new business pitches. Created photo-realistic mock-ups based on provided pencil sketches.

**Accomplishments:** Had the privilege of working directly for Roy Grace, a founding member of The Art Director's Club of NY.

**QuadGraphics Imaging and Photo Studios** 1996 to 1997

**Retoucher**

www.qg.com/services/prepress/imaging.asp 150 E. 42nd Street NY NY

John Heinrich, Retoucher 646.805.2590

**Actions:** Photocomposited fitness models for Shape Magazine exercise spreads. Color corrected and retouched celebrity, makeup and interior editorial photography for Condé Nast, Gruner+Jahr and Hachette Filipacchi titles. Retouched all Cadillac Escalade photography for Cadillac Visions Quarterly.

**Accomplishments:** Helped QuadGraphics win Condé Nast and Victoria's Secret retouching accounts. Became the cover retoucher for Cadillac Visions Quarterly. Scanned and retouched frames of original 8mm Zapruder Film for LIFE Magazine.

**Education:**

**School of Visual Arts, NY NY** Continuing Education: Maya 2011

**EFI/Bestcolor Institute, Cleveland, OH** Certificate: Color Workflow, Profiling and SWOP Proofing

**Fashion Institute of Technology, NY NY** Certificate: Digital Production

**Adelphi University, Garden City, NY** BA: Advertising Production

**Other Virtues:** Understands the creative process from conceptualization to print. Extensive knowledge of color profiling and proofing. Vast experience with digital production concerns. Sensitive to the finer points of design with a great eye for detail. Loves typography. Possesses intense focus and patience. Able to troubleshoot a variety of snafus. Sketches ideas to paper very quickly. Fiercely reliable. Expert knowledge of Photoshop, HDR Pro, Photomatix Pro, Camera RAW Developer, Indesign, Xpress and Illustrator. Conceptual knowledge of Flash, Final Cut, Mel Scripting and Maya.

**Awards:** Featured Artist, November 2007, Artisan Talent