

## JAMIE HERMAN

**HudsonYards at LSC Communications**  
**shootdigital Senior Digital Retoucher**

**New York, NY**  
**October 2015 - March 2020**

- Sole retoucher entrusted to problem-solve sensitive projects for high-end clients between 2016-2018, including Estée Lauder (Aerin, Darphin, etc.), L'Oréal (Redken, Pureology, Mizani, Essie, etc.), NARS, Zico Coconut Water
- DAM; Proactively expanded and organized digital archive of raster and vector art resources for shootdigital retouching
- Conceived and produced retouching reference document/guide with step-by-step instructions for retouching procedure, and detailed overview of the company's digital infrastructure for new hires and freelancers
- Collaborated with Senior Retouching Account Manager on job assessment, timeline, and expectation management, as well as written correspondence to clients for accounts totaling \$500-700K in annual departmental billing

**shootdigital**  
**Senior Digital Retoucher**

**New York, NY**  
**November 2012 - September 2015**

- One of two retouchers selected for retention during acquisition of shootdigital by HudsonYards Studios in Fall 2015; partnered with outgoing and incoming team members and managerial staff to facilitate a seamless transition
- Built PSD/PSB files with layer structure designed to allow for maximum flexibility for lossless future revision
- Managed quality control (400+ hours); reviewed, evaluated, and corrected files prior to submission to clients

**Bloomingdale's, Inc**  
**B.com Digital Retoucher**

**New York, NY**  
**January 2010 - October 2012**

- Consistently exceeded daily on-figure PDP ready-to-wear retail imagery target by 60% (peak performance exceeded target by 150%) utilizing automation such as actions, batch processes, and custom hotkeys
- Engaged in group discussions and brainstormed with peers and senior management to develop new ideas for future website features; researched and designed proposals with customized presentation formatted to prioritize target recipients' experience and clarity of salient information using prepared composited mock-ups
- Designated as exclusive retoucher and sole manager for the Home Division image assets
- Chosen to mentor junior retouchers and assist in on-boarding new hires

**Jamie Herman Photography & Retouching**  
**Retoucher, Photographer, & Graphic Designer**

**New York, NY**  
**September 2007 - December 2009**

- Customized retouching approach as Junior Digital Retoucher at Catchlight Digital for each client to provide ideal results for varied target demographics, such as those of evening wear designers JLM Couture and Lazaro, celebrity publications People Magazine and OK Magazine, and men's interest Smooth Magazine
- Leapt into action on short notice as Junior Digital Retoucher, providing superior Photoshop retouching and support both remotely and on-site for CarrieNYC, maintaining high standards under tight deadlines for high-end clients such as Avon, Queen Latifah, Deva Haircare, Aquage Haircare
- Assessed client needs as Freelance Digital Retoucher using active listening and strategic planning; provided guidance and expectation management to clients to balance project needs with their budgets
- Provided graphic design and photography services for small business; created custom vector logo, business cards, built and managed HTML website, photographed and retouched environmental portraits, coordinated unified online presence across social media, and designed marketing materials, resulting in a 50% increase in business

**Time Inc. Digital Studio**  
**Assistant Studio Manager**

**New York, NY**  
**June 2007 - August 2007**

- Liaised with magazine photo editors, photographers, stylists, and agencies; handled booking and scheduling for shoots in studio and on location
- Managed products for shoots; procurement, handling, delegation, and return with impeccable organization
- Diligent record-keeping; input information in FilemakerPro; created, updated (with invoices, product information, creative direction), and closed shoots in tracker, coordinated with calendar, created and printed shoot sheets
- Processed invoices and billing; created shoot invoices and archived all data

**Leadership and Awards:** founded and led NYC Professional Digital Retouchers group, helping 60+ retouchers enhance their skills and advance their careers (2012-2018); lectured at Adorama (2015) and SVA (2018) on high-end beauty retouching

**Pratt Institute; BFA Photography, Art History Minor**

**Graduated Summa Cum Laude 2007**