

Crawford Hart

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ABILITIES

Color Retouching
and
Image Enhancement

- Extensive knowledge of Photoshop CC, including color correction in CMYK, RGB and LAB color spaces, skilled in retouching skin to preserve realistic texture, precision masking, extensive body modification and sculpting, high-end jewelry and watch retouching, image composites and extensions.
- Strong pre-press background, *i.e.* spot colors, newsprint conversions, 4c greyscale with dominant black plate, and problematic conversions from RGB to CMYK, preparing images for multiple outputs.

3D Imagery

- Create virtual photoshoots for products using 3D models built and rendered in Modo.
- Create animation in Modo for web as part of overall Flash production pipeline.
- Use Modo to augment retouching workflow by creating elements that cannot be built with Photoshop and comping them into the layout.

PROJECTS

- Prepared covers for magazines *FHM*, *Newsweek*, *Cigar Aficionado*, *Elle*, *Premiere*, *Flying*, *For Me* and *Popular Photography*. Created spot-color text effects interacting with cover image. Lead retoucher on *FHM* and *Elle* accounts.
- Prepared product shots for cosmetic ads including Revlon, Elizabeth Arden, Estée Lauder, Tova, Coty and Neutrogena and Sally Beauty. Purposed images for print and web.
- Prepared image composites for all ads for A&E's "Napoleon" mini-series. Designed workflow to address special problems printing A&E Biography ads.
- Revised the entire line of Michael Kors watches for Fossil Inc.
- Served numerous clients in an advertising environment; retouched images for Exxon-Mobil, Merck, IBM, Cotton, Inc. Eli Lilly, Breyer's, Lipton, Empire City and New York State Lottery, among others.
- Responsible for all CGI elements as well as all retouching for New York Lottery's introductory POWERBALL campaign.
- Created model, rendered images and animation for Barr Labs' Seasonique; used in print ads and on client's web site.
- Created CGI product shots for Breyer's ice cream.
- Designed and modeled stent for Eli Lilly's Effient campaign.
- Rendered five animation clips for Georgia Pacific's web site, used to advertise Ultra Plush.
- Modeled prototype for iCarpus media holder, used to create production prototype.

WORK HISTORY

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- January 2016–
Present **Freelance ■ Dallas TX**
Color Retoucher, 3D artist,
- April 2014–
January 2016 **Sally Beauty ■ Denton TX**
Color Retoucher, 3D artist,
Work with studio photographer to create cosmetic layouts. Color and retouch all images used for web and print promotions. Create 3D graphics for elements that cannot be photographed, *i.e.* nail polish splashes.
- October 2013–
February 2014 **Freelance Retoucher and 3D Artist ■ Dallas, TX**
Extended assignment with Fossil, Inc. reworking the entire line of Michael Kors watches and jewelry.
- July 2010–
October 2013 **Freelance Retoucher and 3D Artist ■ NYC**
Freelance assignments for clients such as DDB-NY, The Madison Group, The Concept Farm, Polo Ralph Lauren, The A-Team, Christie's-New York; Euro; MTV, Ruder Finn Design, Deutsch Advertising, *TV Guide, Barrons, Bloomingdales, Juice Pharma, Macy's* and Digital Evolution, Dennis Mosner Photography, Studio Industria.
- April 2005–
July 2010 **DDB-NY ■ NYC**
Color Retoucher, 3D artist
Extensive retouching and color work for this advertising agency; clients such as Exxon/Mobil, Phillips; Pepsi; Novartis, Unilever, New York Lottery, Merck, Cotton Inc and Eli Lilly.
Prepare 3D graphics for product shots. Design and render animations for Interactive Media Department.
- September 2004–
April 2005 **Wisconsin Technicolor ■ NYC**
Color Retoucher, Ad Production
Extensive retouching and color work for *FHM, Elle, Premiere, Suede*. Lead retoucher for *Elle* and *FHM* accounts. Prepare covers blending images with spot color elements. Meet demanding deadlines in fast-paced Brisque workflow.
- August 2002–
August 2004 **Graphic Systems Group ■ NYC**
Color Retoucher, Ad Production
Enhance and repair scans, match color and composite layouts for clients such as Revlon, Elizabeth Arden, UCI, TBWA, Clinique, Draft Worldwide and numerous design firms in Manhattan. Solve color matching problems with multi-purposed jobs: newsprint, magazine, C-Print, web. Proof with

REFERENCES

Chris Mc Brown
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Dennis Mosner Photography
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