

Ed Chang

PHOTOGRAPHER & POST PRODUCTION

My experience ranges from small startups to a leadership role at a \$4bn company. In a leadership role I lead by example; always strive to be better than I was before. In the creative and fashion world this means keeping on top of the newest techniques and creating new process to fit the project. I have both retouching and print production experience with ad agency and corporate/fashion. I have had years of still life drawing experience combined with photography result in a thorough understanding of light and visual proportion.

The edits I make are invisible and look natural; *never fake or "photoshopped"* and using precise, subtle changes to create a big impact. As the new age of inclusive and diverse imagery is in vogue, for the past eight years I have become specialized in maintaining model's natural shape and skin textures meanwhile blending and hiding distractions. All aspects of consistency are considered from matching pantones and mechanically consistent angles.

My goal is to get the best in-camera photo while relying less on post. The approach I take for product photography is to treat it as a portrait of function and design. In photography I have over 8 years of professional experience and 6 years experience including clear and reflective products both on and off model.

With my background in photography and retouching in fashion accessories I am confident together we can elevate your imagery to a level that is supercalifragilisticexpialidocious. I can provide references upon request.

Best,

Edward Chang



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chang.etc@gmail.com

www.L7inspired.com

818.730.9432

Experience

Freelance: Retouching & Image Content Production (Mar 2018 – Present)

L7 inspired, Long Beach, CA

- Establish and match brand lifestyle and product guidelines
- Produce marketing campaign imagery from product to finished asset
- Plan and produce photo shoots on location and in studio
- Retouch for inclusive and diverse campaign photos to share across all platforms

Post Production Director, Advertising (Jan 2011 – Jun 2019)

SKECHERS, Manhattan Beach, CA

Achievements

- Created process to use existing images for new products saving 60% off image production cost
- Provided sales team ability to offer international clients marketing materials for over-seas product opening the door to 400% growth to foreign markets in South America, Asia and Europe
- Create and manage department of eight high-end retouchers and photographers
- Steered away from over-processed, fake edits and directed toward photo-realistic images with inclusive and diverse look
- Fixed printed product color issues by shifting retouching and color correction in CMYK

Responsibilities

- Manage, train and QC department of photographers and retouchers
- Non-destructive composite techniques and workflow for fast high-quality revisions
- Manage and update photography and lighting equipment and software
- Review and mark up print proofs for color, details and QC
- Process and facilitate all domestic and intl. photos from camera raw format to final image
- Collaborate and manage teams and assets for deadline-driven projects
- Provide custom lifestyle composites for company-wide campaigns and line sales meetings

Production Artist (Oct 2010 – Dec 2010)

VITRO Robertson, San Diego, CA

Print Production Artist (Jul 2008 – May 2010)

Kovel/Fuller, Culver City, CA

- Build and release an average of 12 projects to vendors weekly
- Build mock-ups of work-in-progress and creative concepts for new business proposals
- Designer for Time Warner Cable print ads

Sr. Production Artist (Feb 2006 – Jun 2008)

Rapp Collins Worldwide, El Segundo, CA

- Print production and prepress: Toyota, DirecTV, NFL Sunday Ticket, Bank of America
- Create & execute workflow for in-house retouching and color proofing
- Train junior production artists, freelancers and new-hires on procedures and methods

Software & Hardware

- Adobe CC 2021: Photoshop, Lightroom Classic, InDesign (triple triangle), Illustrator
- CaptureOne, FTP software, Project management software
- Epson 48" and other large format printers

Education

- Adobe Knowledge Works Certified
- California State University Northridge
Bachelor of Arts in Graphic Design

Related skills

Presentation and hand-skills

- Concept to finished prototypes
- Presentation-quality mockups

Photography and Lighting

- Match or create new lighting schemes
- Deconstruct and recreate light quality for composites