



Lauren Fletcher

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South African, in UK on Ancestry Visa

PERSONAL STATEMENT

I am a photographer and retoucher from Cape Town, South Africa. I have a background in Fine Art, which means I enjoy being creative, and I find photography is a great outlet for this. My commercial experience in retouching means I pay close attention to detail when shooting, as well as in post-production. Retouching is an important part of my creative process and I enjoy all aspects of it. I am looking for a position that can put my passion for photography and retouching to good use. I am also looking for work as a photographic assistant and digitech.

KEY SKILLS

Computer programs:

- Adobe Photoshop CS5, CS6 and CC
- Adobe LightRoom, Bridge
- Capture One Pro
- Basic InDesign knowledge
- Proficient in both Mac and Windows operating systems
- Microsoft Office

Cameras and lighting

- Experienced and comfortable using Canon digital cameras and lenses. Basic experience of Nikon.
- Knowledge of Elinchrom and Profoto lighting systems for shooting in studio.
- Completed Professional Photographic Assisting Course with Sebastian Voigt in 2014 in Cape Town.
- Experienced shooting in studio and on location.

Personal Skills

- Creative and artistic.
- Diligent and hard working.
- Methodical and conscientious. Pays attention to detail.
- Excellent communication skills (verbal and written)
- Can work effectively as part of a team and independently
- Flexible and a fast learner.

Additional skills

- Familiar with CMYK print methods
 - Experienced using Wacom tablets for retouching
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CURRENT EMPLOYMENT

Owner, freelance photographer; Lauren Fletcher Photography, Cape Town, South Africa

January 2009 – present:

I specialise in fashion, portrait and event photography, providing these services on a freelance/part time basis. I also process and retouch my own photos, and offer retouching services on a freelance basis for private clients.

PAST EMPLOYMENT

Repro Artist; Highbury Safika Media, Cape Town, South Africa

1 April 2014 – 5 June 2015:

I was part of a team of retouchers that worked on images for the magazines and publications published by Highbury Safika Media. These include lifestyle, fashion, beauty, décor, business and sports publications. Duties included:

- retouching and editing of images according to the magazine designers' briefs (spot removal, fashion and beauty retouching, background extensions, combining/compositing images, etc.)
- deep etching products and mannequins using clipping paths (including inside neck compositing for clothing products) and hair etching
- colour correction
- pre-flighting and ensuring print-readiness of InDesign files that need to go to print

- converting images and files to CMYK colour mode and understanding CMYK print methods (including gravure)
- PDF generation from InDesign files for printing
- liaising with designers and art directors regarding deadlines or repro concerns
- sending PDFs to the printers and liaising with printers.

Key achievements:

- I was assigned a number of magazine covers to retouch, including retouching all the covers for the Stormers rugby team program sold at their rugby tournaments in Cape Town. I was also in charge of liaising with the stylists who worked on the fashion shoots to make sure they approved all repro-related changes and fixes to the fashion shoots in the various magazines.

Image retoucher and RAW developer; Yuri Arcurs Productions, Cape Town

5 September 2011 – 25 March 2014

I was part of a large team editing and retouching images produced by Yuri Arcurs Productions for sale on their website, PeopleImages.com, and other stock photography agencies. Retouching duties included spot removal; skin diffusion; removal of logos and unwanted items in an image; and deep etching. RAW image developing involved processing RAW image files shot by the YAPR photographers using Capture 1 Pro 7 (colour correction, exposure correction, cropping, etc.), before being retouched. This also required being able to select the right images from a shoot to optimise the shoot's selling potential. For both roles I often had to communicate directly with the photographer(s) involved in the shoot(s) I was working on in order to make sure their vision for the shoot was achieved.

Key achievements:

- I was promoted to the position of image developer after passing a training course held within the company. I also took part in advanced retouching training and liquify training.

Part-time Grade 8 Visual Arts teacher; South Peninsula High School, Diep River, Western Cape

March 2011 – December 2012

I taught Visual Arts classes to grade 8 learners at South Peninsula High School, which is an Arts and Culture focused school.

Freelance photographer; Global Egg Donors, Cape Town

December 2009 – July 2010

Photographer for the Cape Town branch of Global Egg Donors, photographing any new donors who signed up. The photos were then edited and retouched for use on the GED website.

Freelance photographic assistant; Flat Art Photographic Studios, Woodstock, Cape Town

November 2009 – February 2010

Photographic assistant on photo shoots for photographers Dawie Verwey, Michael La Grange and Donna Lewis, including shoots for *Taste* magazine.

Freelance photographic assistant; Vanessa Cowling, Oranjezicht, Cape Town

May 2009 – November 2010

Photographic assistant to Vanessa Cowling (photographer and Michaelis School of Fine Art photography lecturer), on photo shoots and with administrative work.

Part-time research assistant; University of Cape Town

March 2009 – July 2010

Assistant to Svea Josephy, senior photography lecturer at UCT's Michaelis School of Fine Art, in organising an art exhibition called *Third Worlds* (which ran from 18 February 2010 – 19 March 2010), as well as administrative work.

Freelance photographer; Antony Smyth at That's Me Studios, Mowbray, Western Cape

January 2009 – December 2010

Photographic shoots in studio (family shoots, portfolios etc.), photo editing and assisting.

EDUCATION

2010: University of Cape Town. Post-Graduate Certificate in Education (Senior Phase and FET). Method subjects: Visual Arts and Art Practical, 2:1.

2005 – 2008: University of Cape Town. Bachelor of Arts in Fine Art, majoring in Photography. 2:1.

2000 – 2004: Edgemoor High School, Cape Town. Grade 8 – 12. Distinction (80% aggregate).

REFERENCES

Available on request.