Liron Weissman

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📍 West Hampstead, NW6

Phase One Certified Photography Digital Operator with an experience in fashion photography and graphic design. Holds a substantial technical knowledge and high IT skills. Intertwining these three fields offers a different aspect of work and commitment. Experienced as a freelance digital operator on set and photography assistant with several photographers in London.

// IT Skills

- Mac & PC environments
- Capture One
- All Adobe Suit
- Tethered Shooting
- ChronoSync backup
- Exprienced with all digital Cameras
- Troubleshooting
- Microsoft Office (Excel, Word, PP...)

// Personal Gear

- Macbook pro 15"
- Canon 5D Mark 3
- Canon 24-70 2.8 (2)
- Canon 50mm 1.8
- Canon Flash 600ex
- Studio Kit with 2 speedlites, tripods, reflectors etc...

// Exprience

Freelance Phase One certified Photography Digital Operator

Freelance // London (September 2014 - Current)

- Managing Capture One & All Adobe suite on set
- Holds a substantial technical sense
- Adapting to every technical environment
- Tethered shooting and shooting with card
- Managing Light and camera equipments (DSLR & medium format)
- Multi tasking between the set and the digital stand
- Experienced with Troubleshooting
- References from photographers are available upon request

Photographer and Graphic Designer

Israeli fashion brand : Co.Co. l Collective Colelction
www.collectivecollection.com // Tel Aviv - Israel (2013-2014)

- Producing photographs and graphics material for web and print
- Managing, photographing, editing and retouching campaigns
- Photographing, editing and retouching lookbooks and packshots
- Uploading and maintaining materials for the brand's website
- Management and administration of the office's daily work

Freelance Photographer & Graphic Designer

Lironada.com // Israel (2013-2014)

- Photographing editorials, campaigns and private projects
- Designing editorials, websites and stationery
- Building, designing and maintaining the website
- Directing projects and leading a team for productions
- Managing the social networks

Photographer Assistant of Reuven Kopchinsky

Tel Aviv - Israel (2012)

- Building a set for each project
- Managing light equipment
- Dealing with outdoor sets
- Making-of photography
- Working in a team with other assistants

Worked in non-photographic positions (2009-2012).
References will be given upon request

Operations Support

SDGM-Superderivatives // Tel Aviv, Israel (2008-2009)

- Internal organisation technical support
- Dealing successfully with unusual working hours
- Operating the team management and shifts
- Mentoring and teaching new staff members

Shift manager at the IDF main technical support centre

The computing and information systems unit // Israeli Defence Forces (IDF) // Ramat-Gan, Israel (2005-2007)

- Internal organisation technical support
- Acting as Chief Officer in her absence
- Operating the team management and shifts of 40 soldiers
- Mentoring and teaching new soldiers and groups

//Qualifications

Phase One Certified Professional (POCP),

"Phase One" / TeamWork / London 2015

- Working with the Phase One camera system and Capture One software on demanding jobs.
- Phase One digital backs, camera bodies and lenses:
- Technology inside Phase One digital backs
- Phase One 645DF+ and older versions camera systems
- Professional Troubleshooting
- Usage with Phase One digital backs, troubleshooting, and Canon/Nikon tethering
- Familiarity with recommended computer setups, troubleshooting and maintenance.
- Professional workflow in Capture One Pro, advanced tool usage, and depth troubleshooting.

Pro Fashion Photography Diploma

"Ron Kedmi Workshops" / Tel Aviv - Israel (2012-2013)

- Photogrpahing, editing retouching and designing editorials
- Building and managing a team for productions
- Working and studying in a studio
- Working with clients
- Managing light equipment
- Retouching
- Photographing mini campaign

B.Design degree in Visual Communication
// Sub-specialty: Print & Photography

H.I.T - Holon Institute Of Technology Holon, Israel (2009-2013)

- Graphic design for print
- Taking extra courses in photography
- Illustration
- Editorial Design
- Digital Design
- Branding and Re-branding
- Book and booklet Design
- Typography
- Photographics

Majored in Visual Arts, Sub-specialty in photography

"Igal Alon" High School, Ramat-Hasharon (2003-2005)

//Interests

Photography, Design, Fashion, Computers, Fine Art, Illustration, Music, Theatre, Films and Traveling