



Keith S. Haddock

Photo Art Director • Senior Photo Editor

With over two decades of experience, I have mastered all corners of image production, including art direction and retouching for both web and print, finding solutions for a variety of delivery challenges. I've designed complex workflows, and work with confidence amongst photographers, production and project managers, and other creatives.

Experience • Contract

Industrial Art & Magic – LucasFilm – Disney, Inc.

Art Director • April 2019 - Present

As Art Director in the Art Department for ILM, I art direct the image unit, finishing CG still image output for Star Wars properties (Episode 9 and Mandalorian) for media, marketing and franchise partners including Disney themeparks, major media publishers, and toy, apparel and food companies.

Nest - Google (through DMAX Imaging & HHGlobal)

Senior Production Designer • October 2018 - April 2019

This marketing group within Google Hardware focused primarily on marketing image editing and screens for Nest, Google Home, and the Pixel phones.

XYZ Creative Production Studio

Senior Photo Retoucher • July / August 2018

This highly detailed print work centers on in-store signage, packaging, and outdoor advertising. Clients include Google, Men's Warehouse, Levi's, Walmart.

Gap Inc. Direct (Old Navy, Gap, Banana Republic)

Senior Photo Retoucher • 2004 – 2018

This work was exclusively ecommerce and involved laydown and on-figure product photography shot by their large in-house studio. Besides retouching, provided asset management and workflow support.

Experience • Permanent

SandBox Studio

Digital Imaging Services Manager (Post-Production Manager)

January - June 2018; October 1998 - January 2000

Sandbox Studio is a national photo studio specializing in high volume ecommerce product and lifestyle photography. As Digital Imaging Services Manager, I managed a crew of up to 10 retouchers and local post-production projects for many clients: Walmart, North Face, Google, Ubisoft, Ross, Jansport, Gap, and more.

Cost Plus World Market

Assistant Art Director • Copy Chief • Associate Creative Director

October 1994 - April 1998

At Cost Plus, I began in signage, moved up to Assistant Art Director, supervising print ad assembly and photo editing, supervising a crew of production artists.

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Software

Photoshop Superuser
InDesign
Sketch
Bridge
Illustrator
Final Cut Pro
Logic
ProTools
MS Office
Google Docs
Mac / Windows platforms

Skills

- Photo Art Direction
- Photo retouching, color, compositing, manipulation, editing
- Web and Print
- Project Management
- Strategy
- Production
- Asset Management
- Graphic Design
- User Interface Design

Photoshop Skills

(28 years experience)

Master path-maker, fine masking; advanced action design; advanced layers, a smart object workflow; master colorist obtaining non-destructive outcomes for troublesome hues; experienced user interface designer using Photoshop's vector capabilities

Education

University of California, Irvine
• BA in Psychology

References available
upon request.