



Keith S. Haddock

Post Production Manager - Digital Artist

With over two decades of experience, Keith is an experienced post-production manager who not only knows all aspects of image editing, but has delivered tens of thousands of high quality images to major ecommerce clients on schedule. He finds solutions to workflow challenges and works with confidence and alacrity amongst photographers, art directors and other creatives. Additionally, Keith brings an upbeat, can-do, and convivial attitude to any work environment.

Experience

SandBox Studio

Digital Imaging Services Manager

January 2018 – Present

October 1998 - January 2000; 2001-2007 Freelance

SandBox Studio is a legendary SF Bay Area photo studio that led the way in digital commercial photography in the 1990s, and still leads it to this day nationally as a part of CreativeDrive. Presently, they have multiple studios in San Francisco, New York, and Portland. As Digital Imaging Services Manager, I am in charge of all post-production for both small and large scale clients. Clients include HP, Gap, Restoration Hardware, Google, Gumps, Northface, Ross, Jansport, Walmart, Target, and many others.

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

Senior Imaging Specialist - On-Figure Color

June 2001 – 2017 (Perm / Freelance)

Beyond regular retouching, colorist, and asset management duties, I worked with, supervised, and trained fellow freelancers in the vagaries of the On-Figure room. Co-designed Product On-Figure post-production imaging procedures.

TimeShaker – Start-up

Creative Director – Co-Founder (graphic design, digital imaging, UX, copy)

2011 – 2018

As half of a two-person web-platform start-up, I am responsible for all the graphic design, from site and tool layout to UX design. All of this accomplished using Photoshop in both pixel and vector modes. We currently power four museums. Blackhawkmuseum.org • Nilesfilmmuseum.org • Museumsrv.org • Spiritoftheoldwest.org

Other Contracting Clients

Additionally, I have a list of clients for whom I've lent my Photoshop, graphic and other creative skills.

Websites: Birkenstock, NorthFace, Sportif, The Sak, Flax, SandBox Studio, Macy's, Gap, Banana Republic, Old Navy, The Body Shop

Catalogs: Flax Art Stores, Reliable Home Office, T. Shipley Office Supplies, Birkenstock, NorthFace

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Software

Photoshop Superuser

InDesign

Bridge

Illustrator

Final Cut Pro

Logic

ProTools

MS Office

Google Docs

Mac / Windows platforms

Skills

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

Photoshop Skills

(25 years experience)

Master path-maker, masking; advanced Action design; advanced layers, adjustment layers, folders, smart object utilization; 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.