

Timothy Wood
Photographer & Art Director
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Summary:

- Fashion and Product Photographer: Nine years experience shooting e-commerce and advertisement.
- Photo Art Director: Nine years experience directing shoot teams for e-commerce and advertisement.
- Photo and Video Producer: Ten years experience producing shoots for e-commerce and advertisement.
- Photo Studio Manager: Five years experience managing an e-commerce photo studio.
- Highly experienced photo editor for e-commerce and advertisement.
- Experienced Director of photography for video and film.
- Expert retoucher for print and web.
- Expert knowledge and ability to use Adobe CS.
- Expert digital technician using Capture One.
- Expert IT technician for digital asset management.
- Digital photo studio build consultant.
- Expert knowledge and ability to use all types of digital cameras i.e. large format, medium format and 35mm.
- Expert knowledge in using all lighting formats i.e. strobes and continuous lighting.
- Exceptional team player; flexible and able to work independently or collaboratively.

Experience:

In-house Photo Art Director / Photo Producer /Sr. Photographer - Fred Flare

October 2008 – June 2013

- Photo art director
 - ~ Created photo concepts for the Fred Flare web catalog and seasonal advertisement.
 - ~ Directed shoot teams for e-commerce and advertisement.
 - ~ Edited all imagery generated from the Fred Flare studio.
- Producer and manager for all in-house photography projects overseeing:
 - ~ Daily shoot schedule, for on-figure and still life.
 - ~ Seasonal shoot schedule, as directed by the buying, marketing, & creative departments.
 - ~ Yearly and quarterly photography budgets.
 - ~ Freelancers i.e. models, retouchers, photo assistants, hair, makeup and styling artists.
 - ~ Photo studio equipment repairs and rentals.
 - ~ All photo retouching and loading to the fredflare.com website.
 - ~ Digital asset management.
 - ~ Creating and updating new and existing training materials.
 - ~ Digital photo studio build - Completed in 2010
- Sr. E-commerce Photographer shooting:
 - ~ Fashion and Product, for web catalog.
 - ~ Web Advertisement
 - ~ Print Advertisement

In-house Producer - Fifth Avenue Digital

May 2007 - October 2008

- Produced and managed photographic projects for:
 - ~ Corporate portraiture.
 - ~ Corporate advertisement.
 - ~ Large scale events.
 - ~ Large scale weddings.
- Managed Fifth Avenue Digital's freelancers:

- ~ 25 photographers.
- ~ 6 videographers.
- ~ 2 projectionists.
- ~ Website contractors.
- ~ IT contractors.
- Created visual concepts & budgets, for job bidding purposes.
- Managed all production costs for all won projects.
- Managed photography & IT crews onsite and remotely.
- Managed all digital assets.
- Managed all post work through job completion:
 - ~ Photo and video editing.
 - ~ Image processing, color correction, and retouching.
 - ~ Video and digital image delivery and archiving.

Freelance Fashion & Product Photographer - timcreate.com

2004 – Present

- Creating exceptional photography for:
 - ~ Ecommerce
 - ~ Advertisement
 - ~ Look-Books
 - ~ Editorial

Freelance Photo Art Director - timcreate.com

2004 - Present

- Conceptualizing photo projects, and directing shoot teams for:
 - ~ Ecommerce: Fashion and product
 - ~ Advertisement: Fashion, product and lifestyle.
 - ~ Look-Books: Fashion and product.
 - ~ Editorial: Fashion, product and lifestyle.

Freelance Photo & Video Producer - timcreate.com

2003 – Present

- Managed pre-production, production, and post-production; for in-studio and on-location shoots.
- Managed photography & video crews onsite and remotely.
- Managed production logistics and expenditures for:
 - ~ Locations.
 - ~ Travel.
 - ~ Equipment rentals & expendables.
 - ~ Talent.
 - ~ Catering.
 - ~ Shoot permits.
 - ~ IT for ecommerce projects.
- Managed accounts receivable and payable.
- Managed all digital assets.
- Managed all post work through job completion for:
 - ~ Photo and video editing.
 - ~ Image processing, color correction, and retouching.
 - ~ Video and image delivery and archiving.

Freelance Digital Studio Build Consultant - timcreate.com

October 2001 – Present

- Consulted and built; Macy's East in-house digital photo studio: 2001
- Consulted and built; custom digital capture platforms for Fifth Avenue Digital: 2007-2008
- Consulted and built; FredFlare.com's in house photography studio: 2010.

- Professional consulting & management of all studio build logistics and expenditures for:
 - ~ Digital photography equipment.
 - ~ Lighting & grip.
 - ~ Network & server build for digital assets.
 - ~ Digital capture stations - Mac Platform.
 - ~ Studio and cyc build.

Freelance Digital Tech - timcreate.com

October 2002 – Present

- Professional Capture One technician; for fashion catalog, editorial & AD photo shoots.
- Professional management for all digital assets:
 - ~ RAW image correction & processing.
 - ~ Image database naming & hierarchy.
 - ~ Image delivery & archiving.
 - ~ Digital “shoot to” layouts for composition.
 - ~ Direct transfer of data (images) to servers via LAN or web.
 - ~ Tethered Shooting for in studio and location.
 - ~ Maintenance and repair of Mac computers, hard drives and computer networks.
 - ~ Maintenance and repair of all digital camera equipment.

Education:

Hofstra University

BA, Communications, 1993 - 1997

"Tim is a driven photographer whose wide range of capabilities includes conceptual, product, beauty and documentary work. He has a solid technical foundation and university education in film, which enriches his still work."

- Mikette Miller, Studio Manager & Producer, Ilan Rubin Studio.