PAULA TEDERSTROM

paulatederstrom.com

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PROFESSIONAL SUMMARY

Creative professional with over 20 years of experience specializing in editorial, product, on and off figure fashion, ecommerce retouching. Adept in creating and building long-term relationships to meet and exceed organizational and customer demands.

EXPERIENCE

Freelance Retoucher – 2023 - current
Clients include Amazon Fashion, Amazon Luxury Stores, Arhaus, True Brands, Viski, Innovine

Amazon.com, Inc. Amazon Fashion 2021 - 2023
Lead Retoucher

Amazon.com, Inc. SDF8, Jeffersonville IN 2014 - 2021
Lead Retoucher

Quadrant Photography, Louisville KY 2004 - 2014
Photographer, Stylist, Retoucher

SKILLS

Technical: Adobe Photoshop, Color Correction, Team Leadership, Workflow Optimization, Client Communication, Image Manipulation, Retouching Techniques

- 10 years' experience e-Commerce retouching within a fast-paced studio environment
- Proven ability to work responsibly and efficiently, producing high volume of retouched images with minimal guidance
- High level of skill in compositing, pathing, photo manipulation
- Perform quality assurance on all images prior to upload
- Take direction, make decisions and efficiently prioritize workloads within in a fast-paced environment
- Experienced in color authoring, color correction all in accordance with product and or customer specifications
- Work autonomously as well as in a team setting
- Led team of retouchers
- Trained all incoming retouchers
- Created Style Guides for Hard and Softline products
- Created SOPs / training guide specific to retouch for: Ghost Mannequin, AI Training
- Segmentation, Jewelry and Watches, AI Skin Retouch

EDUCATION

Pratt Institute – Concentration in Fine Art
College of Santa Fe – Concentration in Fine Art
University of Cincinnati - General Studies