

JENNIFER McGEE

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ACCOMPLISHMENTS

- 20+ years experience professional photographer
- 15+ years experience e-commerce
- 20+ years experience post-production
- 10+ years staff supervision
- 10+ years creative operations and workflow creation
- Art Direction
- E-commerce photo studio start up
- Asset Management and DAM maintenance

EDUCATION

Bachelor of Arts Degree in Communication Studies

CSU, Sacramento, Sacramento, CA

Areas of Emphasis: Public Relations and Multimedia

Associate of Arts Degree in Liberal Studies

Sierra College, Rocklin, CA

Areas of Emphasis: General Education and Photography

TECHNICAL EXPERTISE

Software

Adobe Creative Suite: Photoshop, Bridge, Lightroom, Illustrator, InDesign; Capture One; Google Workspace; Microsoft Office; JIRA, Wrike, Asana, Airtable; Box, Dropbox; multiple DAMs: Impira, WebDam, Bynder

Hardware

Familiar with both Mac and PC, Wacom pen and tablet, X-Rite Color Calibration System, Film & Digital SLR Cameras

REFERENCES

Available Upon Request

PROFESSIONAL EXPERIENCE

Photo Production Manager | Art Director - Banana Republic, San Francisco, CA

May 2023 – September 2024

- Create and evolve the BR Home photography and post production processes and guidelines to drive better efficiency
- Manage photography studio – approximately 6,000 assets per year
- Provide art direction on-set and approve all product imagery captures
- Liaise with Creative Director, Photo Team, and Post-Production on ensuring brand standards are visually met across all imagery
- Produce and maintain technical specifications for photography, including art direction, SOPs, lighting diagrams, etc.
- Manage quality control process of retouched images and provide feedback to retouchers
- Strategically plan, project manage & collaborate with internal stakeholders for current and future photography needs

Director of Production - Colorhythm, San Francisco, CA

July 2021 – August 2023

- Oversee operations for end-to-end solutions for photography and post-production services; i.e., Art Direction to Photography and Retouching through Publishing
- Responsible for overall strategic development and client relations
- Drive and oversee multiple, concurrent productions and monitor progress
- Liaise with clients to ensure satisfaction from briefing to final product
- Discovery of client needs to create and own quality standards to oversee imagery approval
- Prepare cost analysis for business development and manage negotiations for pricing with clients
- Coordinate with clients to provide staffing solutions on-set
- Clients include: Levi Strauss and Co., Dockers, Signature, Pottery Barn, Pottery Barn Kids, West Elm, Rejuvenation, RH

Consultant | Retouching - Grove Collaborative, San Francisco, CA

March 2021 – October 2023

- Implement and manage efficient workflow for post-production process
- Partner closely with Creative Director on all marketing campaign productions
- Build out retouching guidelines and best practices, such as use of non-destructive file layers and color profiles
- Establish and grow roster of freelance talent for scalability
- Collaborate with art directors on devising brand standards for retouching
- Manage and track projects to department budget
- Organize and maintain DAM of digital assets

Retouching Manager - Stitch Fix, San Francisco, CA

May 2018 – January 2021

- Lead team of 15 retouchers providing high-volume, multi-channel assets used for e-commerce and print – 80K images per year
- Strategically plan, project manage & collaborate with internal stakeholders for company's retouching needs
- Create and maintain documentation for department roadmap and metrics
- Manage external vendors & communicate expectations
- Manage and track to department budgets
- Partner closely with photographers, producers, art directors, and other studio team members to ensure best practices
- Collaborate with Digital Tech team and Producers on post-production for video assets

Color Reference Team Manager - Restoration Hardware, Corte Madera, CA

July 2015 – May 2018

- Lead and mentor a team of on-staff retouchers
- Oversee daily retouching process for color reference files and maintain color reference standards used company-wide
- Set up Color Reference team retouching workflow and file management
- Liaise with Product Development teams to maintain documentation and data integrity pertaining to all finishes
- Retouch, color-correct, and upload a high-volume output for e-commerce and lifestyle imagery for RH Sourcebooks

Lead Photo Retoucher - Cost Plus World Market, Alameda, CA

May 2012 – July 2015

- Establish a new in-house photo studio and creative production process
- Oversee daily retouching processes on e-commerce imagery – 17,250 images per year
- Mentor and provide guidance on brand standards for other retouchers
- Retouch, color-correct, crop and upload a high-volume output of e-commerce imagery
- Collaborate closely with Director of Photo Production and Lead Photographer to ensure best practices

Photographer & Retoucher - Freelance

October 2003 - Current

- Photograph weddings, families, children, senior, corporate portraits, and product photography
- Retouching / Graphic Design – Clients: Banana Republic, Grove Collaborative, Super 7, Gwynnie Bee, Fragrant Jewels, bebe