

DIGITAL PHOTOGRAPHER / ARTIST / PHOTO DIRECTOR / MASTER RETOUCHER / TRAINER

Award-winning visual artist and educator who excels in both the creative and technical sides of digital photography:

- **Pioneer who became one of first fashion photographers to shoot digitally in 1995**
- **Photoshop Master with a passion for Digital Photography**
- **Clients have included Playboy, Glamour Magazine, Photoshop User, Neiman Marcus and May Company**
- **Digital art has been showcased in fine art galleries in New York, Chicago, Los Angeles, San Diego, Santa Fe, The U.K, South Korea, Japan, and China**
- **Widely Acclaimed Teacher of Digital Photographic & Photoshop Techniques Internationally Live, Online & in Print**

EXPERTISE

- Advanced Digital Techniques
- Master Photographer & Artist
- Print Production & Press Checks
- Team Leadership & Training
- Color Management Processes
- Complex Image Manipulation
- Trainer of All Digital Production
- Location & Photo Studio Management
- Vendor Management & Negotiations
- International Guest Speaker & Lecturer

EXPERIENCE

DAVID CUERDON DIGITAL 1989 – Present
Photographer/Artist/Retoucher/Trainer/Owner

Traveling internationally, teaching Photoshop and Photographic techniques online and in person. Established long-term client relationships with magazines such as Playboy and Glamour. Also worked with major retailers Sears, K-Mart, JC Penney, and Niemen Marcus. Generate repeat and referral business by creating fresh, innovative work, and providing exceptional service.

- Photographed numerous celebrities, including Michael Jordan and Halle Berry.
- Work featured on Oprah as part of "Oprah's Model Search" series.
- Work showcased in best-selling Photography and Photoshop books and magazines.
- Travels internationally guest speaking, teaching and training on all aspects of digital imaging and production.
- Digital Art showcased in art galleries internationally.
- Teaching best-selling courses on Kelby Training.
- Early career - Served as photo assistant to legendary photographer Herb Ritts.

RETAIL VENTURES INC

2003 – 2008

(Parent Company of: DSW, Filene's Basement and Value City Department Stores)

Senior Photographer/Photo Director/Studio Manager

Hired to establish in-house photography studio for the company. Managed all aspects of photography, from initial concepts through execution and retouching. Leads team of 4 full-time employees, up to 30 freelancers and numerous external vendors to produce studio and location photography. Liaised with Creative and Art Directors to determine project direction.

- Established studio from scratch, including finding appropriate location, purchasing equipment, hiring employees and negotiating vendor relationships. Set up studio for 50% of the cost proposed by outside vendors.
- Saved the company over \$1 million in the first year, and up to \$1.5 million annually in subsequent years. This money was used to improve advertising.
- Dramatically improved the quality of the company's advertising, and created strong brand consistency through expert digital photography and better coordination with Art Directors.
- Worked with Vice President of Creative to implement company's first formal workflow process for the creation of ads, improving productivity and reducing errors.

SILVER LINING DIGITAL PHOTO, Chicago

2000 – 2003

Digital Fashion Photographer

Hired as Silver Lining's first digital fashion photographer. Oversaw shoots for clients such as JC Penney, Stage Stores, Carson Pirie Scott and Value City.

- Established workflows and bought necessary equipment to introduce digital photography to the company.
- Implemented color management systems that ensure consistency from photography to printed pieces.
- Trained staff in digital photography, color management and Photoshop, thus reducing the number of re-shoots and amount of retouching needed.

AMBROSI & ASSOCIATES, Chicago, New York, LA and Miami

1992 – 2000

Fashion Photographer

Accountable for fashion and product photography for clients such as Neiman Marcus, Wal-Mart, Spiegel, May Company, Marshall Fields, K-Mart and Sears. Supervised teams of up to 30.

- Pioneered the use of digital fashion photography in 1995, establishing all processes and saving the company million of dollars.
- Became the company's most profitable photographer, taking over assignments that had previously been outsourced to freelancers. Traveled between New York, LA, Chicago and Miami.
- Developed numerous solutions to digital photography issues, many of which subsequently appeared in books, websites and camera manuals. Taught these solutions to engineers from Kodak. These early digital solutions were consequently written into the chip firmware and licensed by Kodak to all other camera manufacturers.

Early experience: Staff Photographer, Krantzen Photo Studio, Chicago, IL; Photo Assistant, Woburn Studios, Carefree, AZ.

AWARDS, PUBLICATIONS AND AFFILIATIONS

Vincent Versace Award for Outstanding Achievement in Digital Photography (2004)

3 Mac Design Awards for Digital Photographic Excellence (2003, 2004, 2005)

6 Honorable Mentions, The International Photographer of The Year Awards (2007, 2008)

Cover photo on Photoshop User Magazine, June 2007, winner of the Interlink Cover of The Month and Create Magazine Award

Featured on Scott Kelby's website, "Photoshop Insider" (2006, 2007, 2008, 2009)

Featured on "Photoshop User TV" 2008, 2009

Teaching David Cuerdon's "Beauty and Portrait Retouching" and "Fantasy Portraits" classes on "KelbyTraining.com" 2008, 2009

Memberships: National Association of Photoshop Professionals, and Professional Photographers of America.

Publications: Photoshop techniques demonstrated and credited in best-selling books, "The Photoshop Book for Digital Photographers", "The Photoshop CS Book for Digital Photographers", "The Photoshop Elements 3 Book for Digital Photographers" by Scott Kelby, 2003, 2004, 2005

Photoshop techniques for digital photography published in Photoshop User Magazine, 2002, 2003, 2007, 2008

Featured on other websites: "PlanetPhotoshop.com", "PhotowalkPro.com", "PursuingPhotoshop.com" 2008, 2009

Digital art showcased in numerous art galleries in the U.S. and internationally since 1991.

EDUCATION & CERTIFICATIONS

Certified Professional Photographer Professional Photographers of America

Certified Color Management Expert Gretag-Macbeth

Certified Technical Trainer CompTIA

Adobe Certified Expert Adobe Photoshop CS

Master of Photoshop Mac University, Chicago, IL

BFA – Photography Academy of Art University

Devotes at least 400 hours annually to self-education. Some recent classes have included: Imaging USA classes (Professional Photographers of America) 2009, 2010

Professional Photographers of Canada National Convention 2008

Attended Photoshop World classes (Photoshop Conference) 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009

Attended Ben Willmore's "Photoshop for Photographers" Seminar 2006, 2008, 2009

Attended Bert Monroy's "Photoshop Creativity" Seminar 2008, 2009

Attended Scott Kelby's "Lightroom Live" Seminar 2008, 2009

Attended Fay Sirkis' "Painting with Photoshop" Seminar 2008

Attended Sandy Puc's "Tots 2 Teens – Portaiture" Seminar 2009

Misc. Education: American Red Cross Certifications in: CPR/AED – Adult 2008, CPR – Child and Infant 2008, Standard First Aid 2008