

# Michael Lamy



**CERTIFIED INSTRUCTOR**  
Photoshop®

## Summary of Skills

Adobe sponsored User Group Manager. Adobe Certified Expert/Adobe Certified Instructor- Photoshop. Photoshop user since version 2. Started retouching negs and prints manually & on Adams Retouch Machine, pre digital. Consistently score superior color perception in Farnsworth-Munsell 100 Hue Test. Keen attention to detail, creative aesthetic and believability in Photoshop retouch, enhancement and color correction. Experienced in set up of new digital photo studios, hiring, training and managing of staff and workflow. Exceptional communication and organizational skills. Proven success at process development, customization and streamlining. Proficient in shooting digitally in all formats. Broad background in shooting product still life & people for advertising since 1985. Thoroughly Macintosh savvy in operation, system configuration and troubleshooting. Highly effective in configuration, maintenance & operation of color calibrated soft proofing/digital retouch systems. Educator in the field of photography since 1990, with an emphasis on digital photography and Photoshop use. Team oriented. Goal driven.

## Employment History

2009 - Present **retouchMOJO**

### **Owner/Sole Proprietor - Photoshop Retouch/Color Correction Services**

Provide high end retouch & color correction to commercial photographers & ad agencies from New York to Las Vegas. Subject matter including people, architecture & product, for clients such as Demdaco, Hallmark Cards, Garmin, AMC Theaters, Southwest Airlines, YMCA, Commerce Bank, Turning Stone Resorts, Lee Jeans, Kansas City Ballet, Miller Brewing, Sioux Chief Mfg. , INK Magazine, Spaces Magazine.

2009 - 2011 **The Nelson-Atkins Museum of Art**

### **Contract Photographer/Color Correction Specialist**

Light and photograph collections for museum archive. Color match original art to high degree of accuracy to meet museum standards. Worked independently and with art handlers in movement of extremely valuable, irreplaceable works of art.

2006 - Present **Apple, Inc.**

### **Mac Specialist, Part Time - Apple Retail Store**

Utilize my talent for communication, my love for teaching and my passion for Apple technology, combined with my unique creative/technical background, to educate others and assist in identifying the most appropriate hardware/software solution.

2003 - 2009 **Hallmark Cards, Inc.**

### **Senior Retoucher - Creative Department, Photography**

Manipulate, composite, color correct and enhance digital images in Adobe Photoshop for use in greeting cards, gift product, magazine, signage, WWW and print advertising. Interpret designer and art director intent through personal aesthetic judgement in high level image retouching. Create technically believable, creatively pleasing imagery that evokes emotion in the Hallmark tradition.

2000 - 2003 **TIMEX Corporation**

### **Manager - Digital Imaging Department**

Created and operated new department designed to serve all TIMEX worldwide digital image needs. Responsibilities included recommendation and purchasing of all equipment and software to outfit two digital capture systems, photographic lighting, and prepress and proofing systems. Photographed actual product as well as industrial design mock ups for catalogs, packaging, POP displays, PR and WWW use. Worked directly with creative department and group managers to achieve high quality representation of product line through detailed Photoshop manipulation and correction. Designed and maintained digital archiving/retrieval process. Worked with programmers to implement new WWW based asset delivery method. Hired and managed freelance staff as needed.

## Employment History (continued)

- 1997 - 2000 **STUDIO 600**  
Owner/Manager - Digital Commercial Photo Studio  
Ran day to day operations of commercial photo studio, from hiring and managing freelance employees, to set building, photography and Photoshop work. Provided digital and conventional photography and related digital services for clients including: 1-800 Flowers, IBM, Black & Decker, Chrysalis Records and Scitex America.
- 1998 - 2003 **DATA- The Digital Arts Training Association**  
Cofounder/Partner/Instructor  
Board member and co-developer of training center for digital designers, photographers and pre-press production professionals. Developed site plan, promotional catalog and course plans in conjunction with a team of partners. Personally responsible for equipment recommendation, configuration and software/network administration. Directly involved in evaluation and hiring of new instructors. Faculty member, providing instruction in Adobe Photoshop and Adobe GoLive.
- 1994 - 1997 **Ulsaker Studio, Inc.**  
Head Photographer/Digital Photography Systems Installer/Trainer  
Responsible for planning, delegation and production of photography at the largest, privately owned digital studio/systems reseller on the east coast. Hired and managed full time and freelance staff of photographers, assistants and production personnel. Planned, implemented and oversaw building of new studio. Consulted with and assessed the needs of potential buyers. Configured Apple computer based digital photography systems for, and trained the staffs of Ethan Allen Furniture, Bic Pens, Black & Decker Household Products, Christie's International- NYC.
- 1990 - 2003 **Naugatuck Valley Community Technical College**  
Adjunct Faculty Member  
Developed adult education course plans and instructional literature. Conducted seminars, workshops and classes in a variety of photography related subjects.
- 1989 - 1992 **May Company's G. Fox Department Store Advertising/Catalog Photo Studio**  
Catalog Photographer  
Staff photographer in high production catalog studio. Worked independently and with art directors and stylists to produce images for newspaper and direct mail catalog advertisements. Photographed on a daily basis, anything from jewelry, glassware, flatware, home electronics, and softlines, to large furniture room sets using large and medium format camera systems.
- 1988 - 1989 **Studio Sergei**  
Studio Assistant  
Set up product, lighting, and props to meet art director and layout specifications. Operated and maintained photo lab, which included B&W and Cibachrome printing, making internegs and Ektachrome dupes and composites.

## Education

- 1984 - 1988 **Rhode Island School of Photography, Providence, RI**  
Commercial Photography  
Graduated in top 15% of class. Awarded best of show in final print competition.

## Professional Organizations and Volunteer Activities

National Association of Photoshop Professionals - Current Member  
Numana Inc. - Volunteer food relief effort through Heartland Community Church, 2011  
Connecticut Art Directors Club - Board member 1996, 1997 & 2000  
Connecticut Swing Dance Society - Board member 1999 - 2003

**Portfolio available on request. Visit my LinkedIn profile for Bio, Photography, & Retouch Samples**  
<http://www.linkedin.com/in/mlamy>