

Rr *Rochá rickel* Photography

LIFESTYLE | COMMERCIAL | EDITORIAL
PHOTOGRAPHY PORTFOLIO

CV

ROCHA RICKEL Photographer

720 212 9394
rocharickelphoto.com
hello@rocharickelphoto.com

Professional photographer with 5+ years of experience in commercial, editorial, and lifestyle photography. Exceptional at stylizing products and directing models and instructors for product/project showcasing. Effective collaborator with marketing, e-commerce, and design teams. Adept at developing photo standards and guidelines, by creating multiple ways to photograph the same or similar products. Experienced in teaching product photography standards to incoming photographers. Energized by creative challenges and exceeding production goals.

I aspire to advance my creative career in the areas of lifestyle portait photography, leadership, and design.

SKILLS

Photography
Portrait / Posing
Product / Stylizing
Artificial / Natural Light
Color Correction
Image Retouching
Compositing
Profiling / Printing

Design
Color Theory
Composition / Layout
Typography

Software
Lightroom
Photoshop
Camera Raw
Bridge
Capture One

EDUCATION

AAS in Photography
The Art Institute of Colorado
Denver, CO
Graduated 2009
GPA 3.4

BA in Interactive Media Design
The Art Institute of Colorado
Denver, CO
Graduated 2006
GPA 3.4

EXPERIENCE

LIFESTYLE PORTRAIT PHOTOGRAPHER

Rocha Rickel Photography / Longmont, CO / Aug 2019 - Present

- Photograph and edit 15+ portrait sessions a year for family, maternity, newborn, high school seniors, and headshots.
- Set expectations and payment with clients through mutually signed contracts.
- Utilize natural light on location - outdoors or in the client's home.
- Pose groups or individuals; and help evoke emotions and/or connections.
- Build a network of loyal clientele to ensure future portrait sessions, testimonials and new referrals.
- Designed all personal branding and marketing materials including logo, color palette, typography, business cards and website.

PRODUCT PHOTOGRAPHER

NBC Universal - Blueprint / Denver, CO / Jul 2018 - Jul 2020

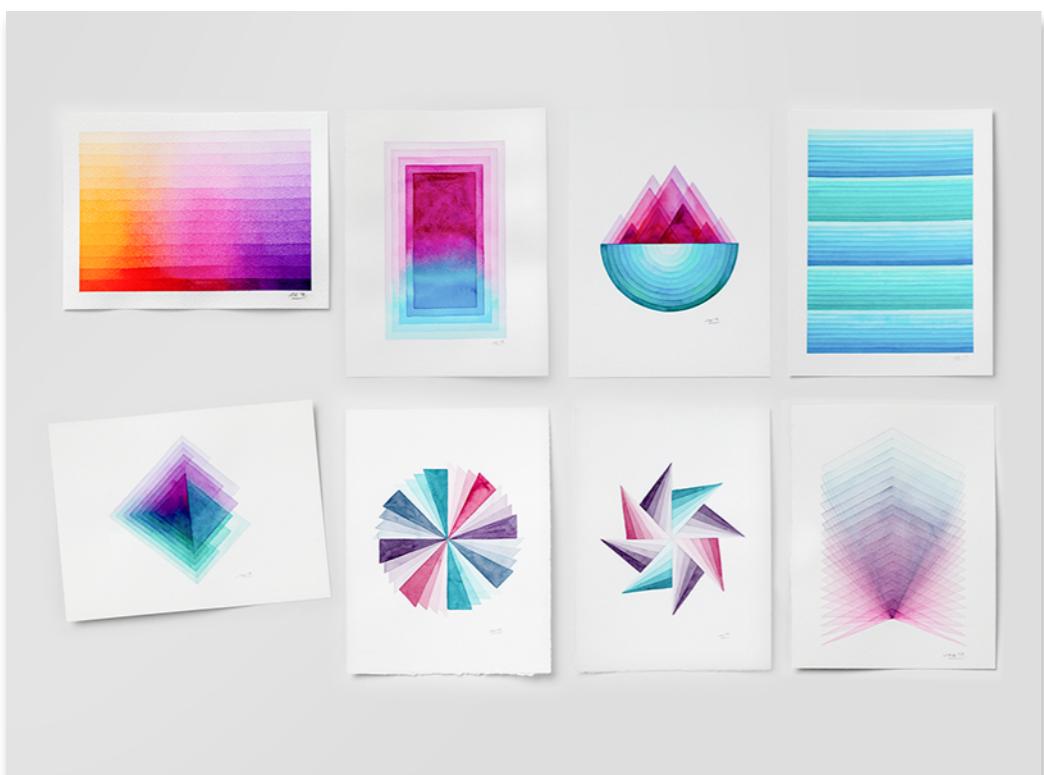
Craftsy / Denver, CO / Aug 2015 - Jul 2018

- Lead E-commerce product photographer for 4+ years within the company.
- Through 3 company rebrands helped create and update visual standards.
- Executed photography standards for the release of 6 private label company products in fabric, thread, yarn and notions.
- Artificially lit, stylized and photographed 10-50 E-commerce craft products and kits weekly.
- Documented 1-3 company events yearly for social media channels.
- Trained 4 photographers E-commerce product visual and technical standards.

FREELANCE PHOTOGRAPHER + ARTIST

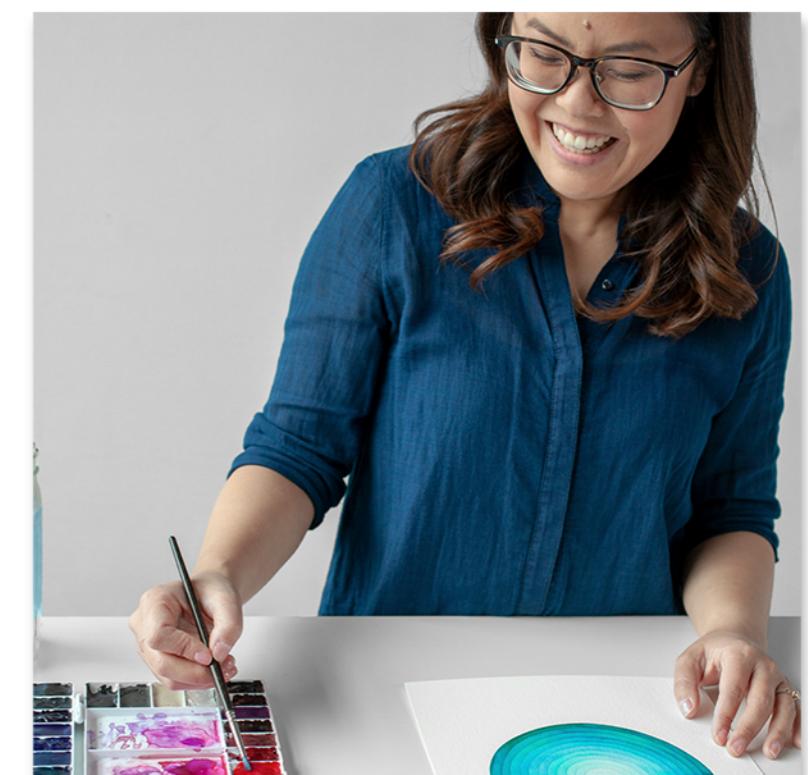
Craftsy / Denver, CO / Mar 2014 - Aug 2015

- Created 20+ in progress art pieces to inspire consumers to purchase E-commerce art supplies.
- Painted 100+ swatches to showcase the finished color and/or texture of watercolor, gouache, oil and acrylic paints.
- Stylized and photographed 20-30 E-commerce products daily for art supplies, fabric, yarn, and notions.



GEOMETRIC WATERCOLOR

Blueprint watercolor class
Geometric Watercolor
with instructor Carrie Chan
In this short project tutorial the
artist shares her approach to
create a mesmerizing geometric
watercolor painting.





COMFY SLIPPED STITCH PULLOVER

Slipped-Stitch Pull-Over Pattern
by Bruce Weinstein
This comfy and textured sweater
is sophisticated and simple to
knit.

**Comfy Slipped Stitch Pullover
Knitting Kit**
by Bruce Weinstein
Chest: 35 (39 1/2, 43 1/2, 47 1/2, 52")




Cloudborn
FIBERS





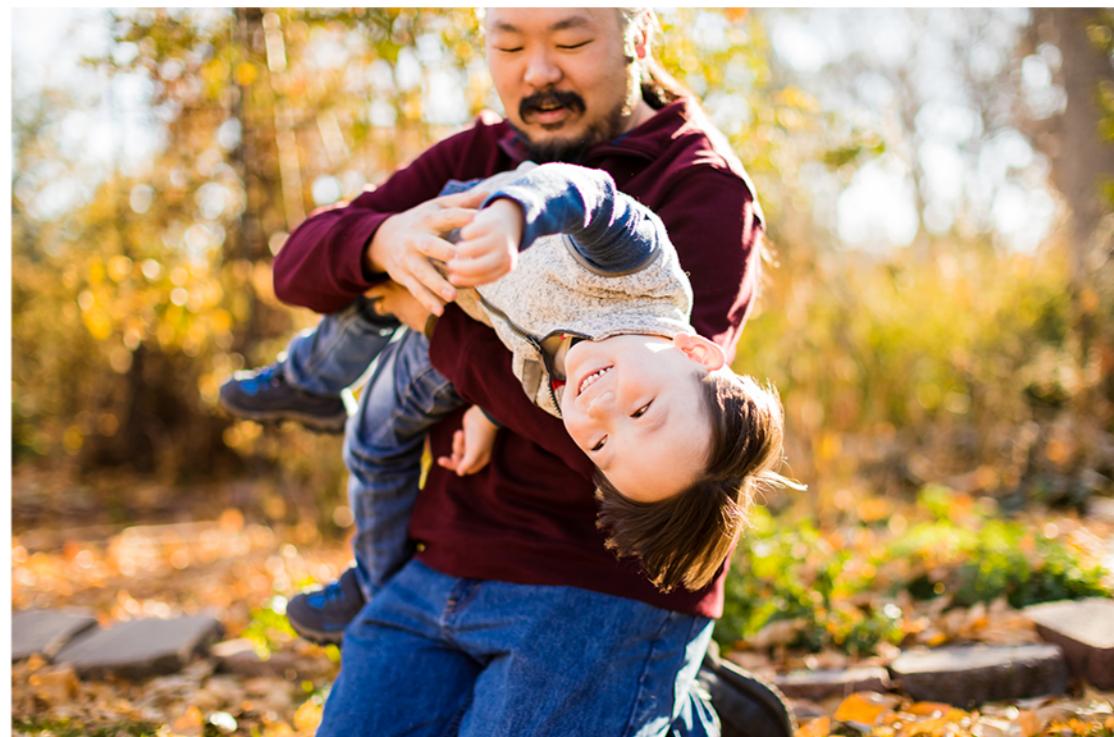
DENVER PORTRAIT SESSION

2020 Headshots
at RiNo Art District
Brazilian graphic designer Juliana Mariano,
at The North Face clothing company



LIFESTYLE FAMILY PORTRAIT SESSION

2020 Fall Mini Session
at Thompson Park in Longmont CO





FABRIC PLAY: SEWING MOJO MINIS

Extended content for an online Craftsy quilting class.
Fabric Play: Sewing Mojo Minis
with Suzy Williams
Craftsy employees sewing mini quilts for class project
posted on different media platforms.





HIGH SIERRA SHAWL KNIT-ALONG

Extended content for an online Craftsy knitting class.
High Sierra Shawl Knit-Along
with Romi Hill
Craftsy employees knit-along with Craftsy community members.



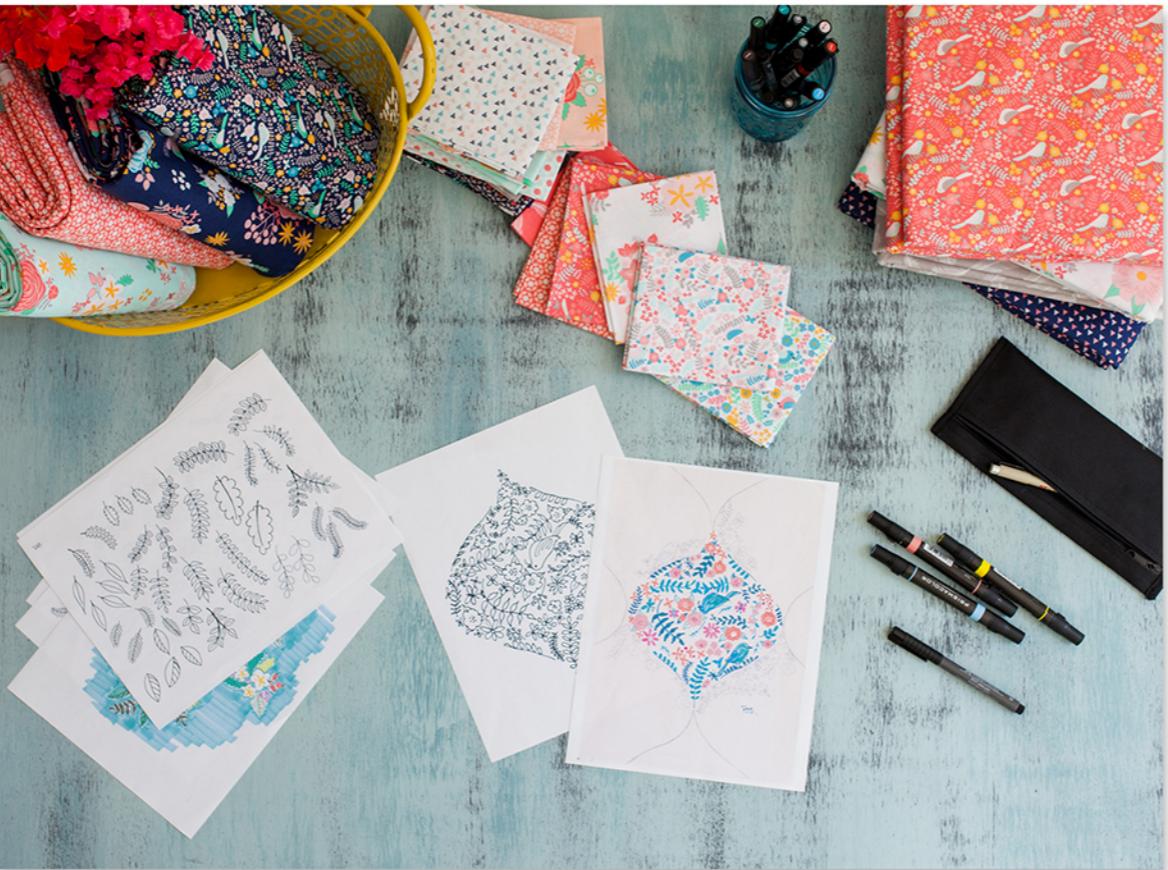
CHELSEA ROSE

Craftsy Boundless Chelsea Rose
Promotional Imagery
Chelsea Rose Quilt Kits:
Sugar Hill Quilt
Carpenter Star Quilt



DREAMFIELD

Craftsy Quilting Fabric
Lily & Loom | Dreamfield
Fabric Designer Pippa Jane
Promotional Imagery





LITTLE HIGHSPIRE CARDIGAN

Craftsy Knitting Kit
by Erika Flory
A children's raglan cardigan made with Craftsy Cloudborn Superwash Merino Worsted Twist yarn in Oatmeal Heather.



Craftsy QUILT SEW **KNIT** FAMILY ART CAKE COOK BAKE MORE ▾

Online Classes Project Kits Yarn Tools & Supplies Patterns Blog Knitting Ideas

KIT

Little Highspire Cardigan Knitting Kit

by Erika Flory

★★★★★ 4.8 | (6)

Write a review

\$23.71-\$52.76 \$34.50-\$76.00

SIZE

Please select one

COLORS (40)

View all (40)

QUANTITY

- 1 +

Select an option above to see availability

Add to Cart





SPRING PREVIEW QUILT CATALOG

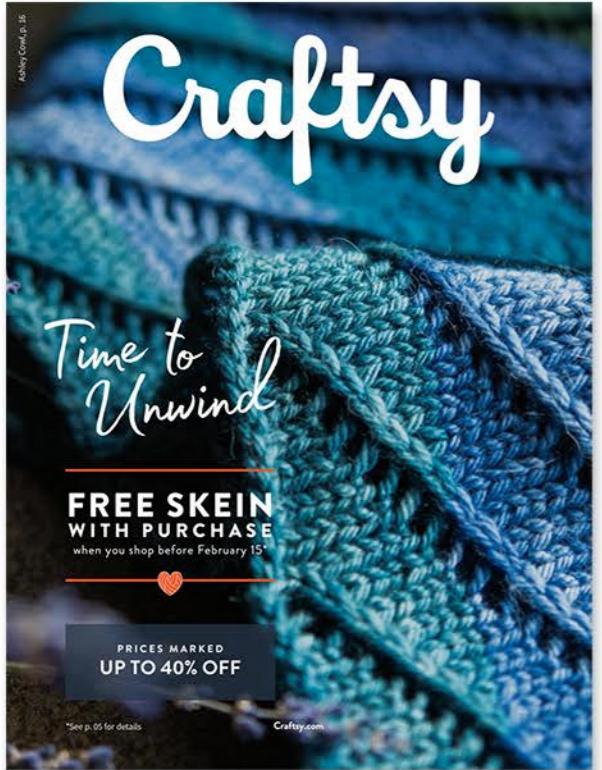
2018 Craftsy Quilting Catalog
Page 20 & 21
Craftsy Pima Thread



SPRING PREVIEW QUILT CATALOG

2018 Craftsy Quilting Catalog
Page 44
Craftsy Quilting Fabric
Lily & Loom | Square One
Dash to the Finish On the Boardwalk Quilt Kit





CRAFTSY KNIT CATALOG

2018 Craftsy Knitting Catalog
Page 4 & 5
Craftsy Yarn
Sprightly Spectrum Worsted
Cludborn Pima Cotton DK

We made you something special

OUR VERY OWN YARNS, CREATED BY KNITTERS FOR KNITTERS

Made by Craftsy exclusively for you

Premium quality from the very best sources

Prices only Craftsy can provide

FOR THE EVERYDAY

"I ordered a number of colors to see if they were actually as rich as they appeared online... and they absolutely were! The yarn was easy to work with and a great value, too." -Craftsy member Susan

FOR THE HEIRLOOM

"I've used this several times for cabled sweaters. It's gloriously soft and provides great stitch definition... The sweaters are toasty warm, soft enough to be worn next to skin and lightweight. Really beautiful yarn." -Craftsy member Veronica

Our gift to you

LIMITED TIME OFFER

Get any Cludborn or Sprightly skein free with your purchase of \$35 or more. Just use coupon code UNWIND at checkout.

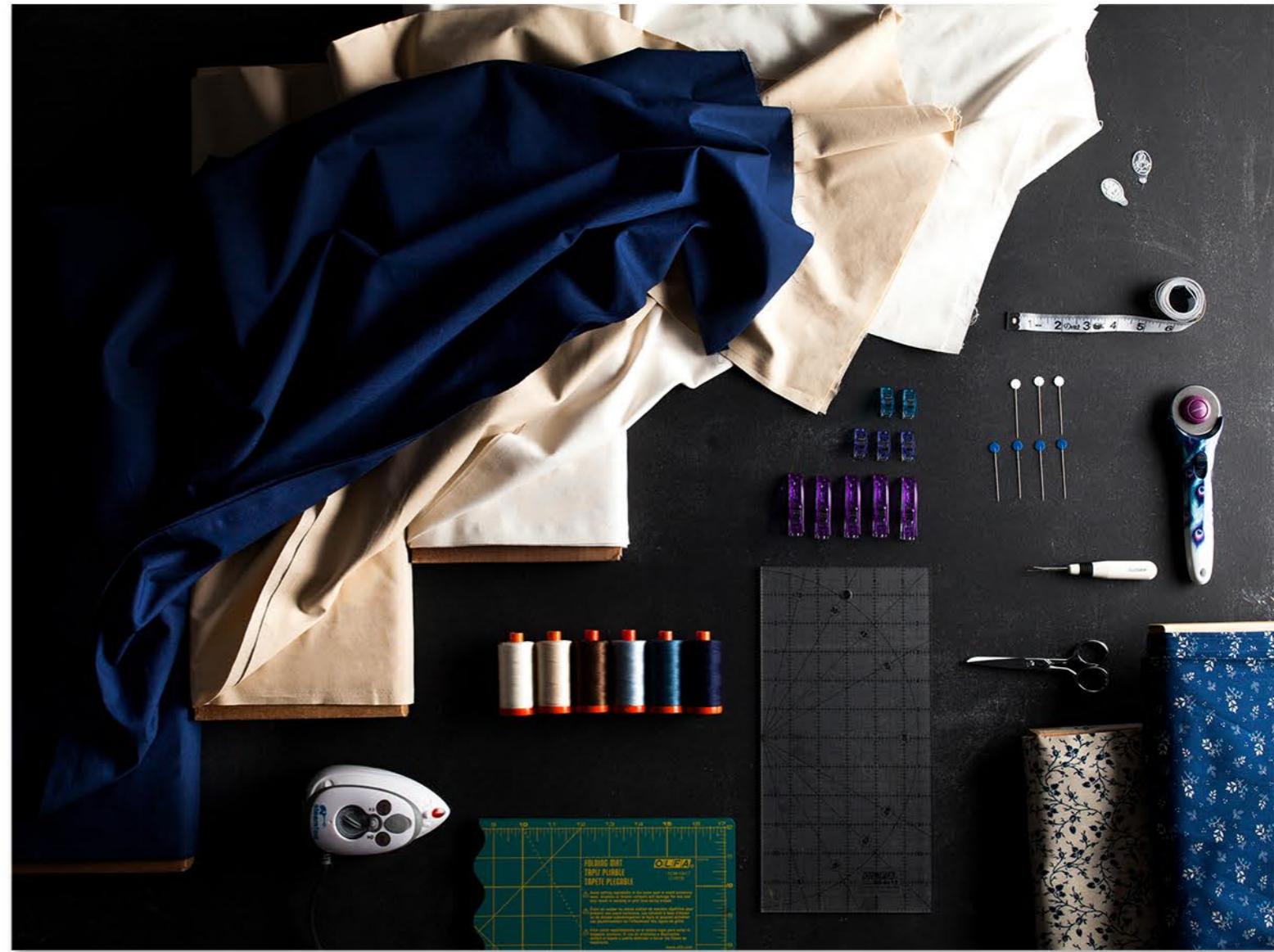
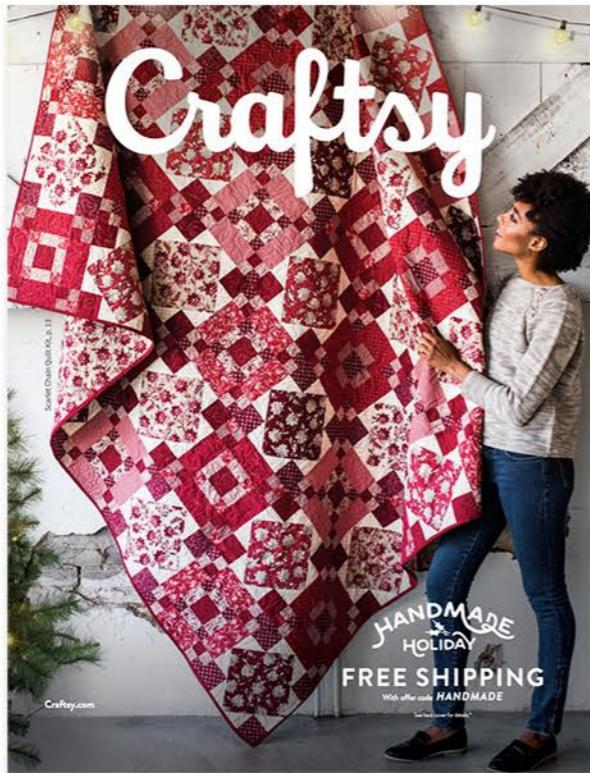
Offer expires 02/15/2018. Excludes collections dyed by Lorna's Laces as well as any yarn sets. Coupon code is one time use per customer. Shop these savings & more at CRAFTSY.COM





A KNITTER'S HANDMADE HOLIDAY

2017 Craftsy Knitting Catalog
Page 10
Craftsy Cludborn Superwash Merino Bulky



A QUILTER'S HANDMADE HOLIDAY

2017 Craftsy Quilting Catalog
 Page spread 8 & 9
 Craftsy Boundless Fabric by the Yard
 with Quilting Notions



Dark, Rich & Dreamy
Plum, Bark and Lichen
Shown in Bernat Roving

Berry Merry
Majesty, Violet, Raspberry and Strawberry Cream
Shown in Cascade 220 Superwash

The Holiday Blues
Ocean, Sky Blue, Teal and Navy
Shown in Cloudborn Superwash Merino Worsted Twist

Out of This World
Steam Age, Kitten, Stargazing, Fathom and Dahlia
Shown in Madelinetosh Tosh Merino Light

18 Craftsy

19 Craftsy

Craftsy.com

There's always more at Craftsy.com



A KNITTER'S HANDMADE HOLIDAY

2016 Craftsy Knitting Catalog
Page spread 18 & 19
Yarn color combinations selected from 5 different yarn collections.

Craftsy
Cloudborn Superwash Merino Worsted Twist
Cloudborn Alpaca & Highlands Naturals

Bernat Roving
Cascade 220 Superwash
Madelinetosh Tosh Merino Light

GET TO KNOW OUR FAVES

Enjoy 40% off any one Boundless or Lily & Loom item at Craftsy.com
Enter coupon code
SUMMERSTITCH17 at checkout.

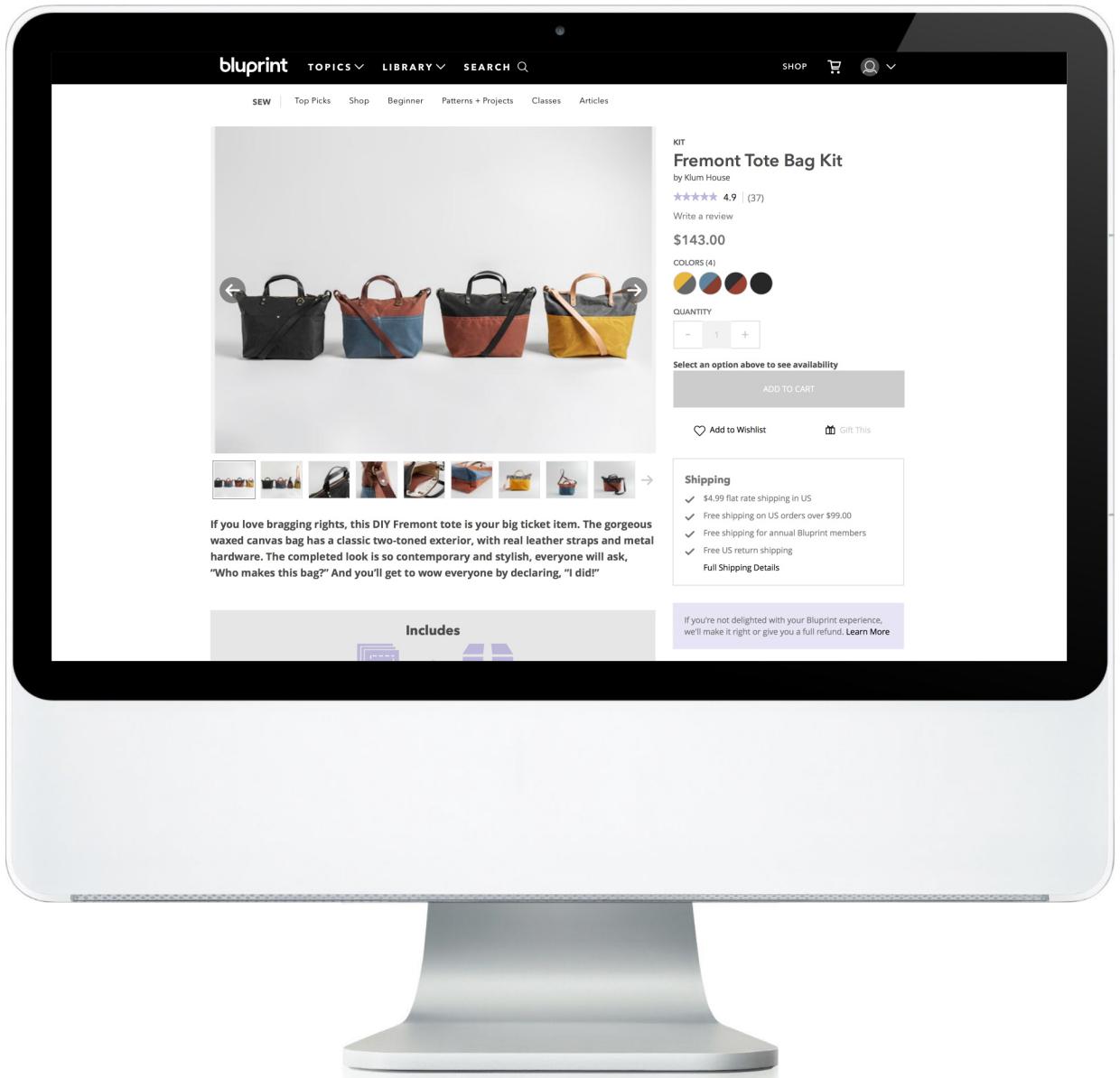
LILY & LOOM

boundless
FABRICS



CRAFTSY SHIPPING INSERT

Craftsy Quilting Fabric
Boundless | Lily & Loom
Flyer included within Craftsy deliveries to promote 2017 summer coupon.



FREMONT TOTE BAG KIT

Bluprint curated kit
By Klum House
DIY tote bag kit comes in 4 colorways.
This waxed canvas bag has a classic
two-toned exterior, real leather straps and
metal hardware.



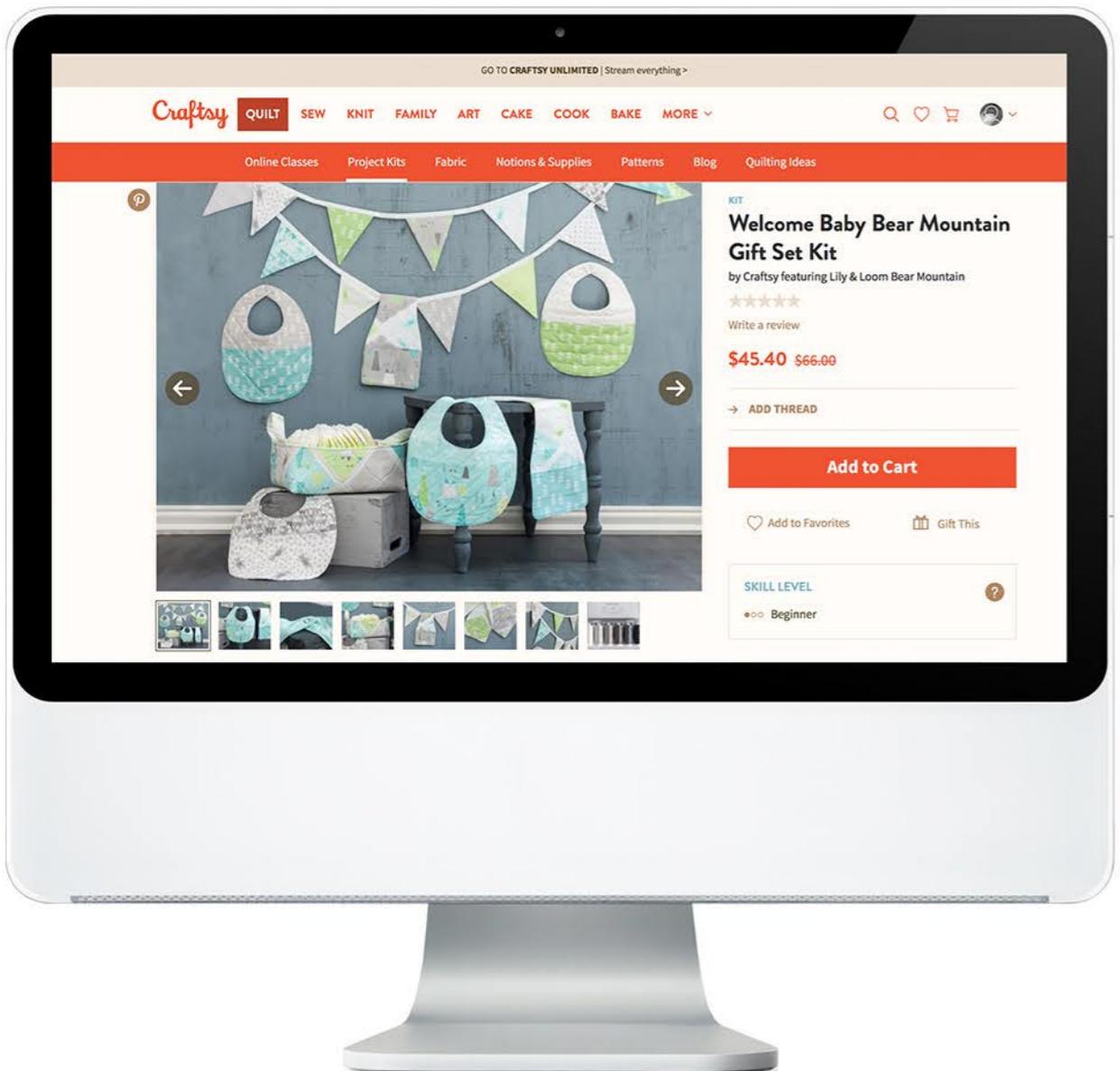
CLAY PLANTERS

2019 Blueprint Editorial
Home + Garden Article
Clay Planters for Succulents
Easy DIY step-by-step instructions using oven-bake clay.

myblueprint.com/article/spruce-up-your-space-with-an-easy-diy-clay-planter

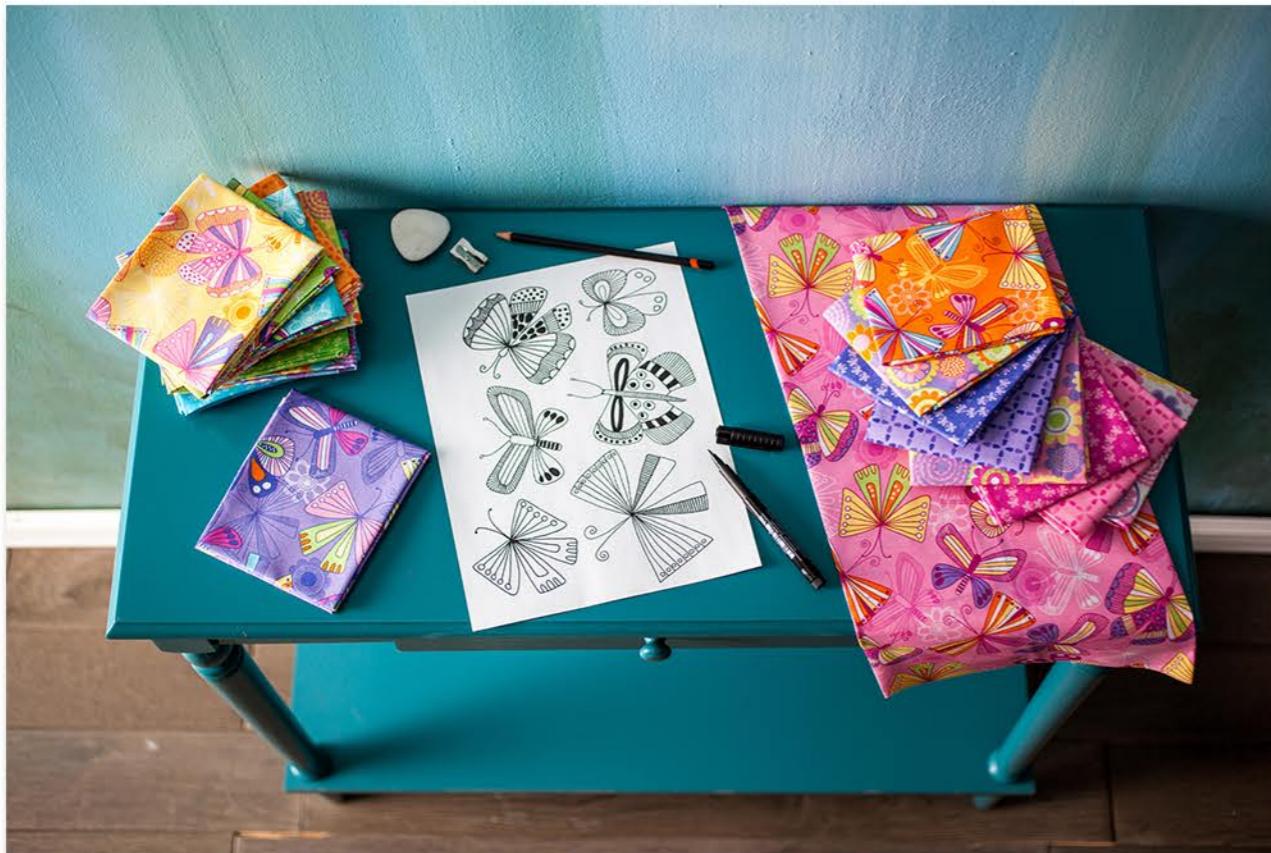
A laptop screen displaying a website article. The header reads "blueprint TOPICS LIBRARY SEARCH" and "HOME + GARDEN". The main title of the article is "Spruce Up Your Space With an Easy DIY Clay Planter" by Anna Ghubikian, dated January 02, 2019 10:54 AM. The article features a photo of the two wooden planters from the previous image. Below the photo, the text reads: "Inspired by the signature pieces from Anna VonRosenstiel of Carter & Rose, these clay planters are an instant upgrade for all your favorite little air plants. Keep this project manageable by using oven-bake clay — no kilns required!" A "weebly" logo is visible at the bottom right of the article.





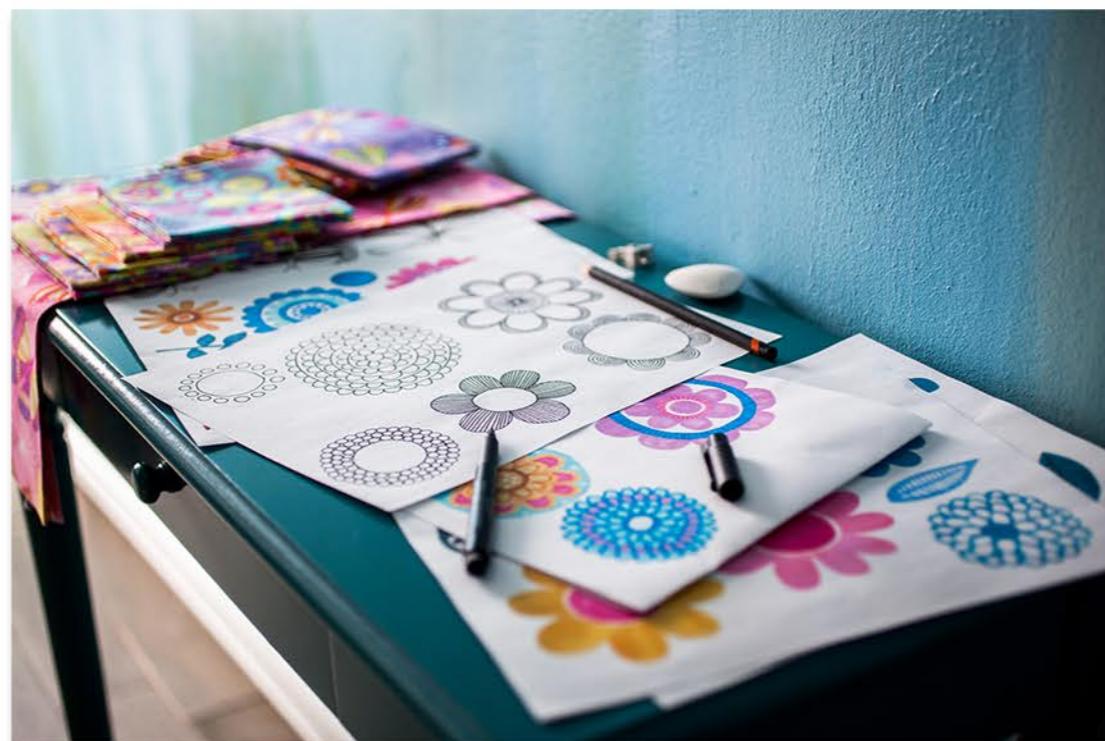
BEAR MOUNTAIN

Craftsy Quilting Fabric
Lily & Loom | Bear Mountain
Welcome Baby Gift Set
Fat Quarter makes bibs, a decorative
bunting, a diaper caddy, and stroller
organizers.



LILY & LOOM DESIGNER SKETCHES

Craftsy Fabric Designer Jocelyn Pouset
Designer of 3 Lily & Loom fabric collections:
Butterfly Blooms
Daisy Delights
On Deck



A screenshot of a Craftsy website blog post titled "How an Artist Became One of Our Favorite Fabric Designers". The post is by Craftsy on May 9, 2017. It features a photograph of the teal rolling cart with fabrics and sketches. The sidebar on the left lists categories like "Quilting Fundamentals", "Quilting Techniques", and "Patchwork & Appliqué". The sidebar on the right shows "RELATED POSTS" with images for "Prep for Holiday Parties With 7 Giftable FREE Patterns", "12 Days of Craftsy: Day 10 Surprise Super Sale On Kits, Supplies & Classes!", and "It's The Last Day of Our Quilt Made A Day".



GET TO KNOW OUR FAVES

Enjoy 40% off any one Boundless or Lily & Loom item at Craftsy.com
Enter coupon code
SUMMERSTITCH17 at checkout.

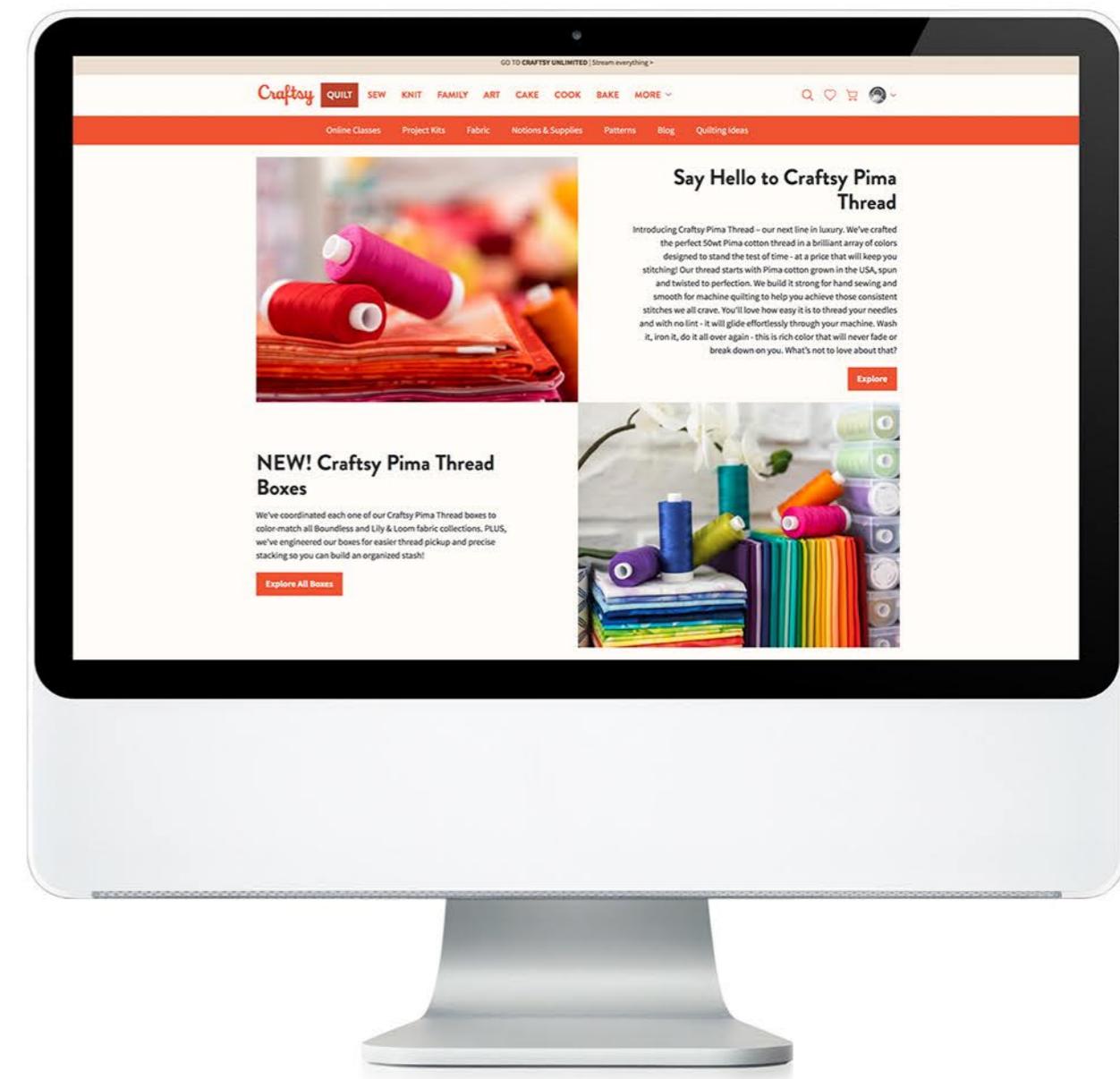
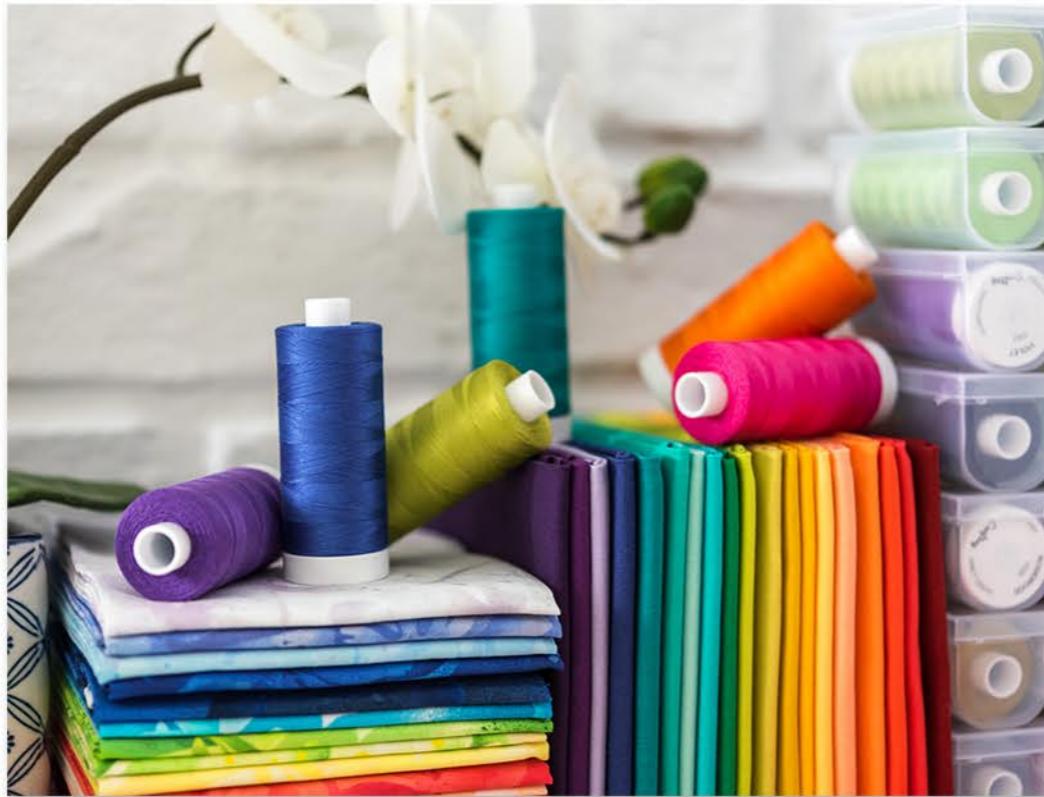
LILY & LOOM

boundless
FABRICS



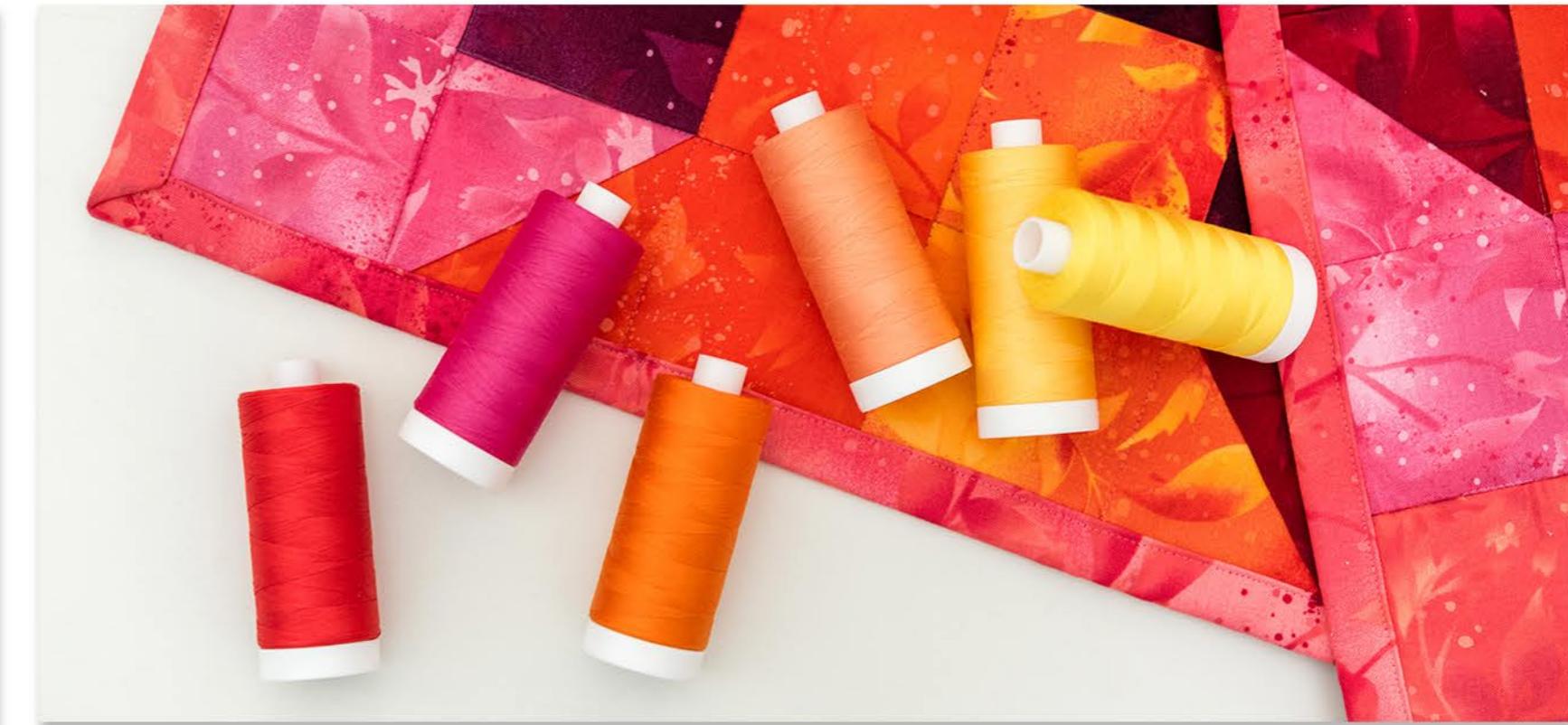
CRAFTSY SHIPPING INSERT

Craftsy Quilting Fabric
Boundless | Lily & Loom
Flyer included within Craftsy deliveries to promote 2017 summer coupon.



PIMA THREAD

Craftsy Pima Thread
Pima Thread boxes color-matched with Craftsy quilting fabric.
Boundless | Lily & Loom
Promotional imagery for website and social media.
Thread collections shown:
Sunset Strip | Mod Squad
(photos continued on next page)



PIMA THREAD

Craftsy Pima Thread
Thread collections shown:
Out of the Blue | Sunset Strip | Mod Squad | Crown Jewel