

ROCHA RICKEL

Photographer

720 212 9394
rocharickelphoto.com
hello@rocharickelphoto.com

SKILLS

Photography

- Portrait / Posing
- Product / Stylizing
- Artificial / Natural Lighting
- 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, 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 / March 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.

SPECIALIST / TECHNICAL SPECIALIST

Apple - Flatiron Crossing / Broomfield, CO / Apr 2014 - Aug 2015

Park Meadows / Lone Tree, CO / Oct 2011 - Apr 2014

- Established good rapport with customers through personalized one-on-one interactions.
- Aligned products and services to the needs of each individual customer.
- Provided personable technical support to customers with hardware or software issues.
- Led 1-2 weekly workshops with 1-6 attendees on Apple products, apps, and services.
- Volunteered to assist the inventory team count and update merchandise and equipment supplies before or after store hours.