

# ROCHA RICKEL

## Photographer

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## 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.