

ROB DICATERINO

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Supportive, pragmatic retouching leadership. Creative and operational excellence.

KEY STRENGTHS

- Building, training, and leading expert in-house retouching teams
- Creating and elevating e-commerce, social media, and campaign imagery for brands
- Collaborating cross-functionally to scope, schedule, budget, resource, and manage projects
- Leveraging automation, AI, and vendors to maximize scalability and value
- Performing ongoing process, tool, and KPI analysis to ensure efficient, cost-effective, successful results

EXPERIENCE

Photo Post Production Supervisor at Square

October 2020 – present

- Build and manage Square's newly formed photo post production program.
- Expand and optimize photo retouching process, workflows, and vendor relationships to achieve elevated creative standards at scale.
- Deliver a higher volume of projects across in-situational, hardware, and CGI imagery.
- Key stakeholder in Square's expansion into new countries.
- Key stakeholder in the research, implementation, and evolution of more effective project management, resource planning, proofing, asset management, and KPI tracking tools.
- Actively involved in the recruitment process throughout the wider studio department.
- Create new documentation to clarify processes and improve new hire, agency, and vendor onboarding and training.

Freelance Retoucher + Retouching and Creative Operations Consultant

June 2020 – October 2020

- Retouched on model and still life product photos for commercial brands.
- Provided retouching strategy and workflow consulting to help studios improve efficiency, leverage automation, and elevate quality.
- Launched the Adventures in Retouching podcast and website.

Director of Retouching and Post Production at Splashlight

February 2017 – June 2020

- Built and led the global photo retouching and video post production department to provide exceptional, cost-effective service and scalability to more than 12 major brands.
- Managed multi-million dollar, high-touch projects for David Yurman, Under Armour, Eileen Fisher, Target, Aldo, Victoria's Secret, etc.
- Recruited, trained, and directed on-site and remote retouchers, video editors, and external vendors to achieve new KPIs, ambitious PnL goals, and elevated creative standards.
- Worked cross-functionally to forecast budgets, scope projects, implement new technology solutions, and respond to RFPs.
- Performed ongoing discovery with clients to identify and win new opportunities, gather requirements, and sign off on deliverables.

U.S. Retouch Manager at Net-A-Porter

March 2013 – February 2017

- Built, trained, and led the in-house luxury e-commerce and social media retouching team for Net-A-Porter, Mr Porter, and The Outnet.
- Created and implemented effective training systems, resource planning tools, and KPI tracking tools.
- Improved individual retoucher performance by 40 percent and continually increased my team's volume.
- Partnered with our development team to build new, more powerful technology tools and workflows.
- Helped define and roll out new elevated creative standards while also improving turnaround times to same-day.

Freelance Retoucher

June 2012 – March 2013

- Retouched on model and still life product photos for commercial brands, including Lord & Taylor and Macy's.
- Restored and retouched all 340 photos in the coffee table book *Jersey Girls: The Fierce and the Fabulous*.
- Volunteer retoucher at careforsandy.org.

Senior Digital Imaging Specialist at Martha Stewart Living Omnimedia

June 2010 – June 2012

- Retouched *Living* and *Weddings* magazines, and solely responsible for retouching photos of Martha Stewart.
- Adhered to CMYK offset printing specifications: ICC profiles, total ink densities, and minimum dot.
- Worked with Adobe to help create and beta test iPad imaging and animation workflow for iOS apps.
- Trained new hires, profiled and calibrated monitors, maintained proofers, and tested retouch candidates.
- Saved our department \$95k per year by streamlining our workflow and bringing all retouching back in-house.

TOOLS

Adobe Creative Cloud: Photoshop, Lightroom, Bridge, Premiere, Audition. Capture One Pro. Monitor profiling, calibration, and color management. Digital asset management and image proofing platforms. Project management platforms.