

ROB DICATERINO

Photo Retoucher, Retouching Manager, Photo Post Producer

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KEY SKILLS AND TOOLS

- Post producing and retouching lifestyle, e-commerce, social media, and marketing campaign imagery for brands
- Scoping, scheduling, budgeting, resourcing, producing, and managing retouching projects
- Leveraging automation, AI, and vendors to improve scalability, quality, and turnaround times
- Building, training, and leading successful, high performing retouching teams
- Color management, digital asset management, and project management platforms
- Adobe Photoshop, Lightroom, and Bridge, Capture One

EXPERIENCE

Freelance Retoucher, Post Producer, and Creative Operations Consultant

April 2024 – present

- Retouch on model and still life product photos for luxury fashion, health, and lifestyle brands.
- Provide post production and retouching workflow consulting to help studios improve speed, quality, and spending.

Photo Post Production Supervisor at Square

October 2020 – March 2024

- Photo post producer for Square's newly formed photo retouching program, building and managing a high performing, go-to resource for the company.
- Post produced and retouched hardware and in situ lifestyle imagery for social, print, product packaging, and ad campaigns, working closely with art directors and creative teams across product teams and business units.
- Created and continually refined photo retouching request and intake process, tools, and automations, negotiated and built relationships with vendors, and increased volume with tighter budgets.
- Built custom KPI tracking tools to record and calculate retouching time and cost per image, resulting in highly accurate scoping and budgeting estimates, and showcasing the increase in retouching productivity to the higher ups.

Freelance Retoucher and Creative Operations Consultant

June 2020 – October 2020

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

Director of Post Production and Retouching at Splashlight

February 2017 – June 2020

- Built and led the global photo and video post production department, providing exceptional cost-effective service and scalability to major brands.
- Managed multi-million dollar, high-touch photo retouching projects for David Yurman, Under Armour, Eileen Fisher, Target, Aldo, Victoria's Secret, etc.
- Delegated to on-site and remote retouchers, video editors, and external vendors to achieve challenging PnL goals and KPIs.
- Worked closely with cross-functional partners to scope and budget projects, explore new technology solutions, and win new work.

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 custom training systems, resource planning tools, and KPI tracking tools to identify and solve blockers throughout the team and wider studio.
- Improved individual retoucher performance and increased retouching volume by 300%.
- Partnered with our engineering team to build powerful new image uploading and proofing tools, resulting in same day turnaround.

Freelance Retoucher

June 2012 – March 2013

- Retouched on model and still life photos for retail fashion 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 *Martha Stewart Living* and *Martha Stewart Weddings* magazines.
- Was solely responsible for retouching photos of Martha Stewart herself.
- Adhered to CMYK offset printing specifications, including 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 at the iPad's initial launch.
- Saved our department \$95k a year by revamping our retouching request and intake process and bringing all retouching back in-house.