

Bethany G Sewald

Senior Post-Production Specialist / Image Editor

bethany.sewald@gmail.com | 218.387.4636 | bethanyGsewald.com

SUMMARY

Highly experienced Senior Post-Production Specialist (18+ years) elevating e-commerce and marketing imagery for high-growth brands. Proven leader in optimizing Digital Asset Management (DAM) and complex retouching projects, driving efficiency and significantly reducing rework. Proficient in Adobe Creative Suite and passionate about leveraging AI and automation to deliver exceptional visual consistency and boost productivity.

EXPERIENCE

Shutterfly, Contract Senior Post-Production Specialist

2023 - 2025

- Collaborated with designers on marketing imaging needs for print & web, consistently meeting project deadlines and enhancing brand consistency, utilizing both raster and vector assets.
- Retouching e-commerce and high-end product photography on a tight deadline. Using advanced masking techniques, frequency separation, and non-destructive object color changes.
Led projects to standardize and improve processes to meet current industry standards in lossless retouching, leveraging automation tools (e.g., actions, droplets) and exploring AI-driven solutions to enhance efficiency and consistency.
- Identified and resolved post-production challenges, proactively seeking and implementing technology-driven solutions, including exploring AI applications, to boost productivity and workflow efficiency across departments.
- Collaborated with the DAM team to enhance searchability on Widen, exploring AI-powered tagging and categorization methods to optimize asset retrieval.

Bare Home, Senior Photo Editor & Digital Asset Manager

2021 - 2023

- Trained junior retouchers on industry standards and non-destructive editing methods.
- Collaborated closely with photographers and product development teams on photo direction to maintain consistency in product imagery and brand identity.
- Resolved color consistency issues, resulting in a 40% reduction in rework and improved visual standards, utilizing advanced editing techniques and exploring automated quality control methods.
- Established file management protocols to improve searchability and workflow.

Bethany G Imaging, Freelance Senior Post-Production Specialist

2009 - 2021

- Developed a diverse skill set in Adobe software, including but not limited to Photoshop, Lightroom, InDesign, and Illustrator, effectively meeting client needs and bringing their visions to life.
- Specializing in non-destructive editing workflows for diverse clientele (tabletop products, fashion, lifestyle, etc.), consistently delivering high-quality visuals for high-volume e-commerce, and actively seeking innovative tools, including AI, to enhance efficiency.
Implementing techniques for image compositing, focus stacking, and advanced selection masks,
Managed keywording hierarchy, naming protocols, and digital assets, implementing strategies to increase searchability and workflow efficiency, and exploring AI-driven solutions for asset organization.
Closely managed time and resources for all daily tasks with an unwavering commitment to quality.

EDUCATION

The Art Institutes International Minneapolis

BFA • Photography & Design • Graduated 2008

SKILLS

Adobe Creative Suite • Illustrator • InDesign • Photoshop • Lightroom • Image Editing • Batch Editing • Workflow Automation • AI Background Removal • AI Batch Processing • Color Correction • RGB • CMYK • HDR • Advanced Masking Techniques • Focus Stacking • Frequency Separation • Compositing • Microsoft Office • Word • Excel • PowerPoint • Large Format Printing • Digital Asset Management • Adobe Workfront • Widen • PhotoShelter • Google Drive • Dropbox • OneDrive • Figma • Canva