

Bethany Sewald

Post-Production Artist &
Senior Photo Editor

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□ PROFILE

Creative and detail-oriented professional with over 15 years of experience in photo editing, digital asset management, and collaborative design. Proficient in Adobe Creative Suite, DAM systems, and project management tools. Adept at translating complex requirements into visual solutions, ensuring data accuracy, and enhancing user engagement through effective visualization.

□ REFERENCES

Ashley Wethington
Bare Home Director of Brand
p: 614.282.8928
e: ashley.wethington20@gmail.com

Aaron Wiggins
Studio Manager
p: 612-329-0945
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Rachel Alden
Shutterlyfly Creative Director
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■ PROFESSIONAL EXPERIENCE

- 2023 - 2025** **Shutterfly** - Eden Prairie, MN
Contract Post-Production Specialist
 - Lead large scale retouching projects with a team of retouchers and designers.
 - Collaborated with designers to address imaging needs for marketing materials and meet project brief expectations on time or ahead of schedule.
 - Identified challenges in the post-production request process and developed solutions to enhance productivity.
 - Created documentation & conducted training sessions for employee education and onboarding, improving training efficiency.
 - Worked collaboratively with the Digital Asset Management (DAM) team to improve its searchability and efficiency on Widen.
- 2021 - 2023** **Bare Home** - Forest Lake, MN
Senior Photo Editor & Digital Asset Manager
 - Oversaw junior retouchers to ensure all images met branding standards and collaborated with photographers on shot lists and photographic direction.
 - Established file management procedures and a naming protocol to improve searchability and workflow efficiency.
 - Addressed color consistency issues in product images to ensure high-quality visual standards.
- 2009 - 2021** **Bethany G Imaging** - Minneapolis, MN
Freelance Post-Production Specialist
 - Cultivated a diverse skill set in Adobe software to effectively meet client needs and bring their visions to life.
 - Specialized in tabletop products, fashion, lifestyle, architectural photography, and high-volume e-commerce editing, ensuring high-quality visual standards.
 - Managed keywording hierarchy, naming protocols, and digital assets, increasing searchability and workflow efficiency.
- 2007 - 2008** **VA Graphics** - Ramsey, MN
Photo Restoration Artist/ Junior Designer
 - Hired as a retoucher after completing an internship for exceptional work quality, contributing to high-standard visual outputs.
 - Assisted with web and print design projects, ensuring consistency and precision in layouts.
 - Collaborated with creatives, enhancing project turnaround time through effective teamwork and skill application.

■ EDUCATION

- 2006 - 2008** **The Art Institutes International Minneapolis**
Bachelor of Fine Arts in Photography

■ CORE COMPETENCIES

- Data Visualization & Analysis:** Skilled in creating and managing visual content that aligns with brand standards and enhances user experience.
- Digital Asset Management:** Proficient in organizing and maintaining digital assets using systems like Widen and PhotoShelter.
- Project Management:** Experienced in coordinating with cross-functional teams using tools like Asana and Workfront to meet project deadlines.
- Technical Proficiency:** Expertise in Adobe Photoshop, Lightroom, InDesign, Illustrator, and familiarity with Figma for design prototyping.
- Quality Assurance:** Committed to maintaining high standards of quality and consistency across all visual materials.