

# Alejandro Cerdena

**Photographer / Retoucher / Printer**

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## **Education:** Pratt Institute

Brooklyn, NY

Bachelor Of Fine Arts, Major: Photography, 2007

## **Work Experience:**

### **Christopher Mclallen Photography**

New York, NY

Freelance Assistant

June 25<sup>th</sup>, 2007

- 2<sup>nd</sup> Assistant in the Carla Bruni-Sarkozy Photo shoot for Harp Magazine.
- On location photo shoots at Fort Washington Park providing assistance to the photographer.

### **Christopher Burke Studios**

New York, NY

Assistant Photography

Photography Assistant

- Assisting in the shooting of works of art for various galleries and artists.
- Proven record of reliability and responsibility.
- Assisting the photographer during shoots and procedures.
- Preparing the lighting/Camera equipment for the daily shoots of the day.
- Performing tasks such as loading and preparing 4x5 film.
- Maintaining and cleaning photographic equipment.

### **Joyce Tenneson Studios**

New York, NY

Internship

Assistant/Retoucher

- Assisting in scanning of negatives, digital printing and retouching photographs.
- On location photo shoots, overseeing of photo shoots and image research.
- Phone/fax, deliveries, archiving, office work.

### **Maria Robledo Studios**

New York, NY

Freelance Assistant

Assisted in two Calvin Klein photo shoot Campaigns

- Responsible for lighting & Color metering
- Loading film, handling the camera (Sinar 4x5) and shooting of still lifes
- Responsible for calling & sending film to lab and prop set-ups

2<sup>nd</sup> assistant in MOHAWK (Carpet Industries) Photo shoot

2<sup>nd</sup> assistant in the Ralph Lauren photo shoot

### **Pratt Institute Photo Tech Room**

Brooklyn, NY

Tech Assistant Technician

- In charge of the photo equipment; the signing in and out of equipment to students.
- Changing and cleaning of photo chemistry and cleaning the darkrooms.
- Setting up classes for instructors and assisting and providing students with help when needed.

### **Fast Ashley's Studios**

Brooklyn, NY

Internship

Photography Intern

- Responsible for opening and closing the studio
- Responsible for setting up and breaking down of the equipment
- Packing and unpacking sensitive photo equipment
- Providing support to the studio manager and equipment manager
- The painting of the studio sets and maintaining the studio in perfect condition

### **Skills:**

- Technical knowledge in Mac and PC computers (OS 10.4 & up, Windows XP)
- Proficient in such programs as; Photoshop CS3, Lightroom, Aperture, Capture One, Digital Photo Professional, MS Word
- Comprehensive experience on all film and digital formats; (Canon, Nikons, Mamiya, Hasselblad, Pentax, Toyo, Sinar)
- Knowledge of both wet and digital processes
- Knowledge of various strobe and lighting equipment; (Profoto, Elinchrom, Dyna-Light, Norman)
- Knowledge in wireless systems, and printing server software, color management Digital Inkjet printers (Epson 2200, R2400, 7600,9800), scanning with (Imacon, Nikon 9600 & 9800 Coolscan Scanner, Flatbed HP Scan Jet)
- High level of organization, efficiency and ability to pay attention to detail Ability to work with people in a creative environment
- Good interpersonal, oral and written skills

Experience in and passion for photography (Fine Arts, Still Life, Commercial, Editorial, Fashion)

Ability to thrive under tight deadlines and schedules.

Able to multi-task in high-pressure situations.

Experience in assisting photographers, as well as troubleshooting shooting in tight situations.