



CLIENTS

- Lululemon • Nike • Steve Madden • Betsey Johnson • Pepsi • Lays • Vault49 • Refinery 29 • Converse • Adidas • Vans
- North Face • Hermoza • Under Armour • Stich Fix • HP • Disney Lipstick • Glamour Magazine • Lauren Conrad Makeup
- Nylon Español Magazine • Marie Claire Magazine • Seventeen Magazine • Esquire Magazine • Rogue Magazine
- Dana-co • Skarlett Blue • HALSTON • Fredericks of Hollywood • Evolus • Urban Decay • Harley Davidson Eyewear
- Hilary Duff • Olivia Culpo • Khloe Kardasian • Bella Thorne • Chloë Grace Moretz • The Fashion Adroit blogger
- Wella/Sebastian Hair Care • Black Moon Cosmetics • WeatherWool • Makeup Artist Gordon Banh • Cleban Beauty
- Amplify Her • HappyLucky Inc. • Nufolk • David Monn Event Planner • The World Famous Hollywood Magic Castle
- Branded Online Inc • Lunatix Digital • Phan Design • Celebrity Blogger Perez Hilton • Sterone Swimwear • Affliction
- Throwdown • Playmate Jessa Hinton • UFC's Georges St-Pierre • Richer Poorer Socks • Fabletics • Skin by Monica
- Rocco's Old School Tattoo Balm • Night Owl Photo Booth • Rick Ferrari L.A. Talent • Leighton Messter
- Photographer Benjo Arwas • Belathee Photography • Photographer Frankie Batista • Creative Group/Robert Half

SKILLS AND ABILITIES

Photography

- Knowledge of Profoto, Calumet, Norman, Hensel, Dynalite, Q-Flash, White Lightning lights
- Studio and location lighting
- Digital technician and asset manager
- Film/Digital: Nikon/Cannon, 35mm, medium and large format cameras
- Conceptualization and production with professional makeup artists, stylists and models

Software

- Photoshop CC • Adobe Bridge CC • Adobe Lightroom CC • Capture One • FTP server programs • Leaf program
- File Maker Pro • Microsoft Office • Toast • Final Cut Pro

Production

- Nikon and Epson Scanners • Paper profiling • Processing / Organizing RAW files • Metadata input • Archiving/Backup
- Wacom Tablet • Color correcting • High end retouching • Composites / Masking / Photo Manipulation • Epson Printers
- Gallery Enlargements • Mounting and framing • MAC and PC proficient • Text and graphic design layout for print

EXHIBITIONS

- "On the Road" (Solo Exhibition) - Buffalo Exchange, Sherman Oaks, CA January 19th, 2014
- "The Original SmashBox Photo Assistants Show" - Smashbox Studios, Culver City, CA April 5th, 2013
- "100 DAYS of 600" (Solo Exhibition) - Studio 1650, Echo Park, CA January 12th, 2013
- "Female Fatale" Photographers Gallery - Studio 1650, Echo Park, CA September 2010
- "YAA Photography Gallery Event" (Solo Exhibition) - Boulevard 3, Hollywood, CA February 26th, 2010
- "Ireland Documentary" Gallery Event - Brooks Institute of Photography, Santa Barbara, CA December 2007

EDUCATION

- Brooks Institute, Santa Barbara, CA August 2008
- Bachelor of Arts in Professional Photography - Concentration in Advertising

PROFESSIONAL EXPERIENCE

- YAA Photography // Freelance Photographer August 2008 - Present
- YAA Photography, Los Angeles, CA
- Fashion photography: editorial, blog, advertising, promotional; Headshots: natural or studio lighting, actor and models
- Event photographer: weddings, engagement parties, lectures, memorials, concerts and music festivals
- Retouching: image manipulation (composites / digital art), high end beauty, catalog fashion, editorial fashion, advertising fashion, celebrity



YASMA ALI ALKORAISHI
www.YAAphotography.com
Yasma@YAAphotography.com
408-768-5676

PROFESSIONAL EXPERIENCE CONTINUED

Creative Drive // Image Specialist

October 2019 - Present

Creative Drive, Los Angeles, CA

- Ecommerce retouching, editorial post work and composition manipulation in non-destruction work flow for various companies including Lululemon, Vans, North Face, Under Armour, HP, Hermoza, Stich Fix, ect.
- Color correct items to product in white balance controlled lightbox environment and create swatch library

Creative Circle // Freelance Retoucher

December 2015 - October 2019

Creative Circle, New York, NY/ Los Angeles, CA

- Maintain a freelance contract relationship with various companies including athletic sport and shoe brand Nike, designer shoe brand Steve Madden, Ecommerce lingerie company Dana-Co brand design agency Vault 49, and event planner David Monn, to execute high end imagery for various platforms
- Consult with team to edit brand images and key art that coincide with vision of company, revise images to match client's needs, both working from home and in office.
- Export images for Ecommerce web product images, social media platforms, posters, coffee table books, prints, etc.

HauteLook // Nordstrom Digital Technician

June 2014 - September 2015

HauteLook, Los Angeles, CA

- Assist photographers to set build/pre-light for shoots, set up/break down equipment and check inventory post shoot.
- Act as digital technician by performing quality control inspection on digital files produced by in-house photographer. Work with Capture One to apply crops, color curvature and process out RAW images.
- Dedicated, team player attitude to shoot catalog and creative images, on location or in studio. Work with photographer and art director to maintain consistency with a chosen brand and participate in final image selection.
- Keep track of all files remotely to ensure everything has been shot. Reporting style count and any damages for next line in production. Light retouching or digital imaging instruction sent for final image creative look.

HauteLook // Nordstrom Digital Imaging

October 2013 - May 2014

HauteLook, Los Angeles, CA

- Manage Ecommerce sale events by retouching/resizing hundreds of images daily, using skin smoothing, liquefying, background whitening, path extractions, composites, batch processing, color correcting, guiding, sharpening for web.
- Studio and outsourced catalog retouching: fashion on model and products.

Claudio Lazo Photography Studio Manager // First Assistant

June 2010 - Present

C the Salon, Hollywood, CA

- Photo shoot assistant: Grip, equipment, digital tech, and lighting expert.
- Create photo archive system. Retouch portraiture, fashion/beauty/hair images with real, raw skin smoothing.
- Large gallery print resizing using current Photoshop/Lightroom plugins and enlarging techniques.

Justin Frost Photography Studio Manager // First Assistant

November 2008 - November 2010

Justin Frost Photography, Hollywood, CA

- Photography Preproduction: Preparing invoices and call sheets; casting for models, hair stylists and make up artists; arranging permits; location scouting; equipment upkeep and preparation
- On location photography assistant, dealing with lighting and equipment set up, digital tech manager, and helping with art conceptualizing and direction
- Project Managing: Keeping clients, photographers, assistants, talent, makeup artists, stylists working together, efficiently, and timely
- Compositing/Masking images: head swaps, special effects, new backgrounds or characters/props
- Communication with clients, maintaining professional contacts, and sending assets via FTP servers for final delivery