



YASMA ALI ALKORAISHI
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CLIENTS

Retouching

• Wilson • Lululemon • Nike • Steve Madden • Betsey Johnson • Pepsi • Lays • Vault49 • Vans • T-Mobile • HP • IMG Live • St. John Knits • Richer Poorer Socks • Converse • North Face • Hermoza • Under Armour • Disney • Norfolk • ACL Festival • Fabletics • Natori • Skarlett Blue • HALSTON • Fredericks of Hollywood • Casablanca Bridal • Evolus • Urban Decay • Branded Online Inc. • Harley Davidson Eyewear • Seventeen Magazine • Esquire Magazine • Glamour Magazine • Lauren Conrad Makeup • Marie Claire Magazine • Olivia Culpo • Khloe Kardashian • Bella Thorne • Chloë Grace Moretz • Leighton Messter • Gordon Banh Makeup Artist • David Monn Event Planner • Lunatix Digital • Phan Design • Benjo Arwas • Frankie Batista

Photography

• Nylon Español Magazine • Cake Magazine • Diana Perrira fashion blogger • Black Moon Cosmetics • WeatherWool • Amplify Her • Rick Ferrari L.A. Talent • The Association of Media & Entertainment Counsel • Refinery 29

Digital Tech / Assisting

• Adidas • Wella / Sebastian Hair Care • Happy Lucky Inc. • Hilary Duff • Perez Hilton • Sterone Swimwear • Affliction • Throwdown • UFC's Georges St-Pierre • Skin by Monica • Rocco's Old School Tattoo Balm • The World Famous Hollywood Magic Castle

SKILLS AND ABILITIES

Photography

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

Software

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

Production

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

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



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PROFESSIONAL EXPERIENCE CONTINUED

Creative Drive // Image Specialist October 2019 – Present
Creative Drive, Los Angeles, CA
– Editorial post work, composition manipulation and Ecommerce retouching, in non-destruction work flow for long term clients including Lululemon, Vans, North Face, Under Armour, HP, Prana, Hermoza, Wilson, etc.
– Color correct items to product in white balance controlled lightbox environment and create swatch library for post team to reference remotely

Creative Circle // Freelance Image Specialist December 2015 – October 2019
Creative Circle, New York, NY / Los Angeles, CA
– Execute high end imagery for various platforms and 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
– 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, advertisements, magazine spreads, 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, clean up studio and prep for next day.
– Perform 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. Working with photographer and art director to maintain consistency with a chosen brand and decide final image selections to showcase product effectively to customer.
– Keep track of all files remotely to ensure everything has been shot from product list. 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: ready to wear fashion on model and product photography

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 in non-destructive manner
– 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, etc.
– 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 in order to finish shot list for the shoot days
– Compositing / Masking images: head swaps, special effects, new backgrounds or characters / props
– Communication with clients, sending assets via FTP servers for final delivery, and maintaining professional contacts with various clients