

CHARLES CRUZ

Photo Editor/Retoucher

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ABOUT ME

Seasoned and innovative Head Photo Retoucher with over a decade of experience in high-volume e-commerce and fashion photography. Adept at delivering pixel-perfect retouching with speed and consistency under tight deadlines. Proven success implementing AI-assisted workflows and scripting solutions to streamline repetitive editing tasks while enhancing output quality. Deep artistic sensibility and technical expertise combined with strong collaboration and communication skills. Committed to elevating creative output through precision, efficiency, and continuous innovation.

EXPERIENCE

Rockstar Original, Los Angeles, CA

Head Photo Retoucher

November 2022 – Present

- Lead retoucher responsible for managing high-volume fashion imagery for social media, e-commerce, and campaign assets.
- Developed and implemented automation tools and AI-assisted processes to streamline retouching workflows, increasing efficiency and consistency across teams.
- Delivered hundreds of retouched assets weekly while upholding brand standards and visual excellence.
- Collaborated closely with photographers, stylists, and art directors to achieve desired aesthetics and maintain creative alignment.

Freelance, Los Angeles, CA

Photographer

August 2019 – Present

- Captured editorial, portrait, and event photography using a refined understanding of lighting, composition, and subject interaction.

- Conducted detailed post-production editing using Adobe Lightroom and Photoshop to enhance clarity and visual impact.

Miss Lola, Pico Rivera, CA

Photo Editor / Retoucher

May 2021 – November 2022

- Executed large-scale product and model retouching for e-commerce and social platforms.
- Maintained strict turnaround times while ensuring accuracy, color consistency, and brand cohesion.

Drones Made Easy, San Diego, CA

Sales & Content Manager

2017 – 2020

- Designed branding and marketing assets including packaging, labels, and social media visuals.
- Managed the digital presence through strategic content planning and analytics.

La Jolla Learning Works, San Diego, CA

Video Editor (Contract)

October 2019 – December 2019

- Edited educational video content with an emphasis on pacing, clarity, and graphic integration.
- Applied color grading and visual consistency throughout multimedia projects.

West Covina High School, West Covina, CA

Graphic Designer (Contract)

2007 – 2008

- Created motion and static graphics for student and school-related video productions.

EDUCATION

Associate of Science in Advertising

Art Institute of California – San Diego

2016 – 2018

High School Diploma

West Covina High School – West Covina, CA

2004 – 2007

TECHNICAL SKILLS

- Adobe Photoshop (10+ yrs)
 - Lightroom
 - Illustrator
 - InDesign
 - Premiere Pro
 - AI tools (e.g., Generative Fill)
 - Image Masking
 - Color Correction
 - Dodge & Burn
 - Layer Compositing
 - Skin Retouching
 - Batch Processing
 - UI Design
 - Typography
 - Microsoft Office Suite
 - Web Design
 - Photography
 - CMS
 - Social Media Assets
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MILITARY SERVICE

United States Navy – San Diego, CA

Rank: E4

2012 – 2016

- Supervised safety and administrative management for over 200 personnel.

- Maintained compliance and accuracy in military documentation and operational readiness.

Portfolio & Contact:

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