



PAUL IANNUZZO DIGITAL RETOUCHER

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DIGITAL RETOUCHER (2016-2024)

Formerly Known As/Rauxa, New York, NY

- Retouch photos including color correction, composites and image manipulation of hi-res art used for print and digital production
- Execute client changes through rounds and create digital mock-ups for presentations
- Develop file-naming conventions and manage library of all assets
- Work in full partnership with account, production and creative teams to maintain integrity of design and ensure adherence to all guidelines and specifications
- Troubleshoot technical and design issues

Clients include: Verizon, Audi, Audible, Vans, First Hawaiian Bank, Blue Cross Blue Shield, Bristol Myers Squibb, Piedmont, Delta Dental, Adobe, TGI Fridays, Frontpoint and Keep America Beautiful



DIGITAL RETOUCHER (2007-2016)

MRM Worldwide/McCann, New York, NY

- Retouch photos and art used in direct mail, brochures, packaging and PR kits as well as emails and online banner ads
- Maintain library of all campaign assets
- Calibrate and maintain in-house Epson 7900 printer
- Manage and promote adherence to corporate identity standards
- Responsible for color correction and touch-ups of all employee head shots
- Assisted with studio mechanicals to alleviate studio workload

Clients include: Verizon, United States Postal Service, ExxonMobil, United States Army, Nikon, Crown Royal, Oppenheimer and Nestle



PRODUCTION ARTIST/DIGITAL RETOUCHER (2004-2007)

Aspen Publishing/Wolters Kluwer, New York, NY





- Design invites, newsletters, catalogs, sell sheets, presentations and logos
- Create and update templates, style sheets and artwork for all in-house publications
- Create mock-ups and run physical color proofs
- Prepare, revise and finalize layouts for final production according to vendor profiles
- Design layouts using XML tagged content for both print and web usage
- Research, purchase and retouch stock photography



GRAPHIC ARTIST/DIGITAL RETOUCHER (2000-2004)

Network Design and Communications, New York, NY

- Design a diverse range of catalogs, print ads, signage and stationery
- Prepare and collect files for PMS and 4-color process printing
- Stage and shoot indoor product shots
- Perform photo retouching and image manipulation
- Perform website maintenance including uploading content and banner design
- Maintain direct interface with clients to ensure satisfaction with final product

About Me	Layers	Channels	Paths
 <p>Born and raised in old school Williamsburg, Brooklyn, I was introduced to Photoshop during my junior year of high school and have been obsessed ever since. With 20+ years experience in the industry, I consider myself a seasoned, versatile Digital Retoucher.</p> <p>Proficient in:</p> <div style="display: flex; justify-content: space-around;"> <div style="background-color: #0070C0; color: white; padding: 2px 5px; border-radius: 3px;">Ps</div> <div style="background-color: #FF9900; color: white; padding: 2px 5px; border-radius: 3px;">Ai</div> <div style="background-color: #800080; color: white; padding: 2px 5px; border-radius: 3px;">Id</div> <div style="background-color: #0000FF; color: white; padding: 2px 5px; border-radius: 3px;">Lr</div> <div style="background-color: #CC0000; color: white; padding: 2px 5px; border-radius: 3px;">R</div> <div style="background-color: #000000; color: white; padding: 2px 5px; border-radius: 3px;">Br</div> </div> <div style="margin-top: 10px;">  <p>BFA, Advertising, School of Visual Arts New York, NY</p> <div style="margin-top: 10px;">  <p>High School of Art and Design New York, NY</p> <div style="margin-top: 10px;">  <p>2016 Webby Award Winner in Advertising & Media for USPS Irresistible Mail Interactive Book</p> </div> </div> </div>			