

Joseph Porletto

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Experience

BLANK Digital, November 2016 - Present

Director of Creative Services & Emerging Media

Manage all creative direction on new media projects. Developing and implementing innovative workflow procedures. Budgeting, hiring, pre- and post-production coordination on 360° Video, Interactive, Virtual-Reality, and Live Streaming productions. Pitching clients and crafting compelling presentations on a daily basis.

Urban Print & Motion NYC, August 2011 - November 2016

Creative Services Workflow Manager / Special Projects

Directed creative on all aspects of overall prepress production. Created and implemented imaging and prepress workflow. Oversaw and trained staff in imaging workflow and advanced retouching techniques. Handled all challenging and time-specific special projects.

Freelance Digital Imaging Artist, September 2010 - August 2011

Cline, Davis and Mann, June 2004 - September 2010

Vice President, Digital Imaging Supervisor

Oversaw daily operations of the Imaging Department. Developed departmental policies and procedures. Organized workflow and scheduling for retouching and photo studios. Managed and trained staff of six full-time retouchers, hiring freelancers as needed.

Vertebrate, July 2003 - June 2004

Director of Digital Studio Services

Managed all aspects of production from concept through release. Responsible for all final digital production work. Developed and maintained digital studio workflow system.

Foote, Cone and Belding, January 2000 - July 2003

Senior Digital Retoucher

Heavy, highly complicated Photoshop work retouching high-resolution images for final output. Worked closely with art directors on color correction, image manipulation, and production of original art. Trained in all aspects of print production and output.

CMG Communications, May 1996 - August 1998

Senior Production Artist / Designer

Built mechanicals, scanned/retouched images, and prepared ads for release. Collaborated with art directors on layouts, revisions and comps. Created 3D illustrations, multimedia presentations, and websites. Helped develop Virgin Atlantic Airlines' website and major print campaigns.

The Post-Star, November 1993 - November 1994

Copy Editor / Graphic Artist

Responsibilities included the daily editing and layout of 8-10 newspaper pages. Designed weekly sections and contributed occasional columns. Created maps, charts, graphics, and illustrations.

Skills

Specialize in Creative Direction and Management. Highly skilled in 360° video capture and post-production. Expert at all aspects of Retouching, Prepress and Studio Workflow Design.

Education

Advanced Applied Color Theory, December 2007, Dan Margulis, Instructor

Applied Color Theory, April 2006, Dan Margulis, Instructor

Ithaca College, Ithaca, NY, May 1992

Bachelor of Science, Major: Broadcast Journalism Minor: Writing

Interests

Worked as a Wildland/Structural firefighter in Grand Canyon, AZ.