

Peter J. Modaffari

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Qualifications: With over 32 years of experience as a creative retouch artist, I am acknowledged for my exceptional abilities in photo retouching, photo-real illustration, image compositing, creating CG imagery (Keyshot 5), and color adjustment. My skills apply to both print and interactive usages with imagery used for web, Out Of Home, publication ads and brochures.

Also well versed also with subject matter such as corporate branding, consumer product, fashion, food & entertainment and pharmaceutical.

- Well versed in all aspects of photo- retouching for both interactive and print.
- Excellent communicator, department liaison and proven team leader.
- Consistently meet all deadlines and work exceptionally well under pressure.
- Capable of managing multiple tasks efficiently.

Training: Photoshop CS/Cloud, Keyshot 5.

Skilled in color retouching with both RGB and CMYK color spaces

Experience: Hogarth Worldwide/WPP Costa Mesa CA 2014 - present
Retouching Manager/Senior Studio Retouch Artist/CGI Artist
Perform extensive image compositing, retouching, CGI and illustration work for Mazda North America.

Rubin Postaer and Associates Santa Monica CA 2009 – 2014
Senior Studio Retouch Artist/CGI Artist
Perform extensive image compositing, retouching, CGI and illustration work for both print and interactive usages for both Honda and Acura USA.

David & Goliath El Segundo, CA 2008 – 2009
Senior Studio Retoucher
Perform extensive image compositing, retouching and illustration work for KIA USA.

Cenveo Anderson Lithograph Commerce, CA 1982 – 2008
Senior Studio Lead Retoucher
Perform extensive image editing and compositing, standard color retouching and illustration work for agencies with automobile accounts such as Saatchi, JWT, Team One, Deutsch LA, Young & Rubicam, Doner, The Designory, TBW Chiat and Rubin Postaer.

Education: Printing Industry Institute, Los Angeles, California - Graduate 1986

