

Edward Gallegos

Brooklyn, NY 11237

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A creative visual artist with over a decade of industry experience, specializing in creative concepting, art direction, prop and food styling, and directing e-commerce photography and videography.

Education

Southern Connecticut State University • New Haven, CT

Bachelor of Science: Photography

Professional Experience

Freelance Creative Director

Uncut Products, Inc • New York, NY

04/23 - Present

Freelance Creative Director at a boutique creative agency, leading the ideation and execution of digital assets across various platforms. Responsibilities encompass art direction, prop styling, overseeing post-production, and project management. Clients include bareMinerals, Buxom, Laura Mercier, Body Armor, Fuji Film, Kikuichi Cutlery, and ARCH.

Lead Studio Art Director

Newell Brands • Hoboken, NJ

10/20 - 02/23

Lead Studio Art Director with a comprehensive oversight of all creative endeavors within the studio. Played a pivotal role in conceptualizing shoots, developing storyboards, and crafting set designs, alongside prop and food styling. Managed a team of multiple retouchers and oversaw post-production processes. Maintained a hands-on approach to all shoots, providing on-set talent direction and adeptly managing the internal crew, including photographers, cinematographers, assistant camera operators, producers, and retouchers, ensuring seamless project execution and bringing creative visions to fruition.

Freelance Art Director

Newell Brands • Hoboken, NJ

01/19 - 10/20

Freelance Art Director specializing in paid social media and studio production. Responsibilities encompass designing and creating sets, sourcing and organizing props, managing retouching, food styling, and directing photo shoots. In 2020, completed 67 projects, producing 1,883 assets from a garage-based studio. Spearheaded the creation of an in-house studio in the same year.

Full Service Creative

Edward Gallegos Creative • New York, NY

05/12 - 01/19

Full service creative offering photography, photo retouching, and graphic design services. Crafted engaging social media content and enhancing look book images. Clients included Elizabeth Arden, Wineberry America, and Eloquii.

Social Media Creative

TPR Holdings • New York, NY

05/18 - 09/18

Curating creative content for multiple social media accounts, including Mally Beauty, Cargo Cosmetics, ybf, and Zirh Skin Care. Lead graphic designer responsible for creating six emails per week and retouching assets for website and promotional use.

Skills

creative direction

art direction

photo & video production

prop & food styling

moodboards

concept development

retouching

social content

E-commerce

team management

digital focused marketing

photoshop & after effects