

WILLIAM REDER

PHOTOGRAPHIC SYSTEMS EXPERT
894 JEFFERSON AVE.
BROOKLYN, NY 11221
917-822-8261
CONTACT@WILLIAMJACOBPHOTO.COM

TECHNICAL ARSENAL

Photographic

Camera Systems

Canon 50D, 5D Mark II, 1DS Mark II, 1DS Mark III

Nikon D300, D700, D3, D3X

(* = with digital back)

Pentax 67, Mamiya RZ*, Mamiya 645*, Hasselblad 503CW* + H2*, Contax 645*

Sinar P2*, Toyo Field

Phase One H25 - P45+

Leaf Aptus

Lighting Systems

Profoto, Lumedyne, Dyna-lite, Arri, Broncolor, and Lowel

Digital/other

Digital capture. Digital back up and archiving. Hard drive synchronization. Adobe Photoshop CS4 and Lightroom 2. Color Calibration(monitor & printer). Advanced portrait/fashion retouching. Inkjet color and B+W printing specializing in Epson printers. Flatbed/film scanning. Offset press/four color process printing. Microsoft Office. R2 Equipment Rental Software.

Leaf Certified Digital Technician. Capture One 5 Trained.

PREVIOUS EMPLOYERS

2008 to 2009 - Lead Digital Specialist

Adorama Rentals, Adorama INC., New York, NY

Responsible for D-SLRs (Nikon, Canon, Sony), Digital Backs

(Phase One), Computers (Apple Pro Tower, Mac Book Pro), Monitors

(Eizo and Apple Cinema Display)Required to trouble shoot on set or over the phone, explain camera operation, maintain 100+ camera systems.

2009 to Current - Photographer Assistant/Digital Technician (Freelance)

To date client list:

David Turner(Hearst), Amelia D'Entrone(Stouffers "Lets Fix Dinner" Campaign) ,

Kris Payne(Marie Claire), Justin Borucki(Guitar World Magazine),

Rachel Elkind(Weddings), Justine Gil(Victory Records),

Ira Fox(Gramercy Park Photo), Andrew Stienman(The Young Agency)

EDUCATION

Hallmark Institute of Photography - Certificate of completion, June, '08 focusing on advertising and commercial photography. Participated in open houses as tour guide as well as acting as a night manager for the building.