Keion Hayes

Photographer · Photo Retoucher · Digital Technician

Greater Los Angeles, CA | kemet@steezmedia.me | Portfolio: steezmedia.me | linkedin.com/in/keionhayes

PROFESSIONAL SUMMARY

Photographer, photo retoucher, and digital technician with in-house e-commerce production experience at VICI Collection and Ardmore Home Design (Made Goods), plus project-based on-set digital tech work for Torrid. Retouched 80–100+ apparel product images per day at VICI while keeping fabric texture and product accuracy intact. Runs tethered Capture One sessions with real-time QC, clean file naming, and reliable backups. Photographing professionally since 2017, with independent commercial, editorial, and combat sports work under Steez Media.

CORE SKILLS

Retouching & Color: Apparel and product retouching · Masking and compositing · Color correction and grading · Color management

Capture & Production: Capture One tethering · On-set digital tech and real-time QC · Studio and location lighting · Grip and lighting gear

Asset Management: Digital asset management · Metadata and file-naming standards · Redundant backups · Web image optimization

Software: Adobe Photoshop · Adobe Lightroom · Capture One · Adobe Premiere Pro · Adobe After Effects · Final Cut Pro

PROFESSIONAL EXPERIENCE

Freelance Digital Technician Sep 2025 – Nov 2026

Torrid | City of Industry, CA · Freelance, project-based

- Ran on-set Capture One workflows for high-volume e-commerce and campaign apparel shoots: real-time review, focus, framing, and color QC, and troubleshooting on deadline.
- Managed naming conventions, metadata standards, and redundant backups for a clean handoff to retouching and post-production teams.
- Worked alongside photographers, stylists, producers, and art directors on set.

Photo Equipment Team Member May 2025 – Jun 2026

Dust Studios LA | Los Angeles, CA

- Managed the full lifecycle of professional camera systems, lenses, lighting, and grip equipment for commercial and editorial shoots; supported studio builds, lighting setups, and breakdowns.
- Diagnosed technical issues to minimize downtime and worked with photographers and DPs to build customized equipment packages.

Production Artist Feb 2023 – Feb 2025

Ardmore Home Design (Made Goods) | City of Industry, CA

- Produced and optimized high-volume product imagery for digital and print, including product photography, photo editing, and retouching, with consistent brand standards and on-time delivery.
- Ran quality checks on visual content and worked with marketing and design teams to deliver creative assets aligned with campaign goals; obtained vendor quotes and RFPs for print projects.

Photo Retoucher / Digital Photo Technician Jun 2021 – Jan 2023

VICI Collection, LLC | Costa Mesa, CA

- Retouched, masked, resized, and color-corrected 80–100+ fashion product images per day for e-commerce, social, and marketing channels using Photoshop and Lightroom.
- Preserved fabric texture, product accuracy, and brand consistency through retouching, color correction, masking, and compositing; directed on-set photo edits in real time.
- Delivered assets to brand guidelines and seasonal campaign needs with the creative team.

INDEPENDENT & ADDITIONAL EXPERIENCE

Photographer & Retoucher, Steez Media (independent, ongoing): Commercial shoots for apparel brands including Conca Fight Gear and McMarden (lifestyle, full-length e-commerce views, product details); editorial fashion stories published in independent magazines, including covers for MALVIE and Quadro; documentary photo series on combat sports. Selected work at steezmedia.me.

Freelance Photojournalist, ZUMA Press (2018–2024): Live event and concert photography published nationally; fast photo edits and accurate metadata on tight deadlines.

Photojournalist / Photographer, Unclear Magazine (2017–2023): Interviews, behind-the-scenes, live events, and brand activations; editorial layouts in Adobe Creative Suite.

Earlier roles: Video Editor (contract), Nordstrom Rack · Automobile Photographer, Cox Automotive · Inventory Photography Manager, Corona Motors Direct · Campus photography and broadcast production, Grambling State University.

EDUCATION

Bachelor's Degree, Mass Communication (Photojournalism focus) Grambling State University, Grambling, LA