

LYDIA FRANCE

ART DIRECTOR

FASHION PHOTOGRAPHER

(314) 337-1400

WWW.LYDIAFRANCE.COM

Lydiafrancephotography@gmail.com

Innovative and results-driven fashion photographer and creative lead with over 7 years of experience in brand storytelling, conceptual and editorial shoots. Expertise in art direction, styling, and post-production to elevate brand presence and engagement for major retail clients. Adept at managing all aspects of photo-shoots, from concept development to final image delivery, ensuring narrative consistency and visual impact.

SKILLS

- Adobe Creative Suite
- Capture One
- Digital Photography
- Darkroom Techniques
- Studio & Location Lighting
- Styling & Wardrobe
- Digital Asset Management
- Photo Editing & Retouching
- Equipment Setup & Maintenance
- Creative Concept Development

CREATIVE TOOLS

PHOTOSHOP

LIGHTROOM

CANVA

ILLUSTRATOR

IN-DESIGN

EDUCATION

University Of Missouri
BFA in Photography
Minor in Art History

Webster University
Chevy Marketing program

EXPERIENCE

Fashion Photographer

Buckle Inc. - Present

- Create compelling fashion imagery aligned with brand identity for marketing and advertising.
- Collaborate with stylists to develop visually appealing looks for campaigns.
- Direct models during photo-shoots to achieve desired poses and expressions.
- Manage lighting, composition, and equipment to ensure high-quality output.
- Contribute to brand storytelling through innovative visual content.

Photo intern/ Ecom Photographer

Altar'd State 2024 - 2025

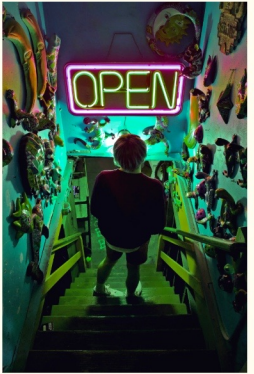
- Revamped product photography to enhance online shopping experience and brand image.
- Developed new visual concepts and shooting styles for product images.
- Contributed to the refresh of the brand's digital presence, increasing customer engagement.
- Assisted in styling and setup for product shoots, ensuring consistency and quality.

Freelance Photographer

Walker Hayes, Duck Buck Co. 2025

- Produced high-quality product images for e-commerce and marketing campaigns.
- Captured and edited product images to meet client specifications.
- Coordinated shoot schedules and managed equipment logistics.
- Retouched images using industry-standard software to ensure visual excellence.

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Freelance Photographer - Art Director

Erika Pieharski Essential Oils 2025

- Provided professional product photography services to support brand marketing.
- Collaborated with clients to understand their vision and branding needs
- Managed all aspects of shoot setup, including lighting and styling.
- Edited and archived images for easy access and future use.

Creative Director

Chevy Marketing Program 2022-2023

- Led creative development for automotive marketing campaigns to boost brand visibility.
- Developed innovative advertising concepts aligned with brand goals.
- Collaborated with cross-functional teams to ensure cohesive
- Designed branding materials and pitch decks for new model launches.
- Implemented strategies that increased consumer engagement and brand recognition.

Photographer

Sunshine Daydream 2020-2022

- Produced promotional visual content to enhance e-commerce and marketing efforts.
- Captured high-quality product images for online and in-store displays.
- Developed creative concepts for marketing campaigns.
- Styled products and arranged displays to maximize visual appeal
- Contributed to increased sales through impactful imagery.

REFERENCES AVAILABLE UPON REQUEST