

# JAMES SCHIERMAN Commercial Photographer Videographer & Producer

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Lighting Fanatic. Ted Talk Lover. Traveler. Environmentalist. Adorer of Mountains.  
Ex-Graphic Designer. Hiker. Biker. Camper. Kayaker. Fly Fisherman. Sailor.

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## Proficiencies

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- Expert competency in lighting for photography and videography, through the use of strobe or constant lighting.
- Capable of In-Studio or On-Location photography and videography capture in Comfortable and Pristine Environments, as well as Uncomfortable Environments. No stranger to remote locations.
- Sony, Fuji Film, Canon, Nikon, & Hasselblad Camera Systems. (Stills and Video Systems)
- DJI Drone Systems
- Go Pro Systems
- Audio Capture for Commercial Production
- Photoshop, Adobe Premiere Pro, After Effects (Stills and Video Production and Output)
- Capture One (Tethering, Processing, Editing)
- Color Grading and associated industry standard post-production techniques, focusing on the output of the highest possible quality, relevant for the production and intended utilization of media.
- Studio Management. Controller of equipment inventory and utilization of resources. (Tools, Time, & Personnel)
- Commercial Production. Ideation, Art Direction, & Coordination of intangibles concerning photo and video productions. Communication with vendors when necessary in order to complement projects. Evaluation of ROI, creative effectiveness, and production efficiencies. Management and scheduling of creative requests, accommodating the needs of 15+ brands.
- Brand Development and Oversight concerning Photography and Videography standards. (Lighting, General Representation, Quality, Content Use and Appropriate Output, Consistency)
- Consumer Interaction Awareness. Creation and Implementation of media to maximize consumer interaction in the current eCommerce space.

## Employment History

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### Manager of Int. Production & Sr. Photographer

**Vista Outdoor Inc.**  
11/2022 – Present

### Sr. Photographer/Producer

**Vista Outdoor Inc.**  
3/2020 – 11/2022

As Senior Photographer, I act as Lead Creator of product and lifestyle content, as well as Lead Coordinator related to all photography and videography production processes. Working with Brand Teams, I foster the creation and implementation of Photographic Brand Guidelines to maintain high quality and consistency in our work. This includes, but is not limited to, overseeing Art Direction, conceiving and maintaining Lighting Design, as well as Capture Procedure, regarding creation of content for our

in-house brands. I also manage all internal photo and video studio resources, maintaining an environment that has the capabilities to meet the demands of our business goals.

As a Producer, I focus on the planning and execution of photo and video productions, with considerations for budget, ROI, and overall effectiveness, which help to fulfill the creative needs of Vista Outdoor. Through management of our in-house resources, as well as external resources, I conceive appropriate solutions with the goal of positioning our marketing initiatives towards the top of our industry. On a granular level, I also act as a Project Manager, with a focus on ensuring proper intake and output of creative requests. Driven by company goals, I guide the utilization of our resources appropriately, and ensure production steps are followed to deliver final content thoughtfully and efficiently.

### Photographer

**Vista Outdoor Inc.**  
12/2014 – 3/2020

As a part of an in-house marketing team, I provision product and lifestyle photography and videography for around 25 Outdoor Product brands. Working with Brand and Creative Directors, I work to conceive and execute high-quality, flexible imagery to push visibility and interest in the marketplace. This role requires me to operate in-studio and on-location, with responsibilities ranging from establishing lighting and capture of content in a range of environments, management of logistics and art direction ensuring the seamless execution of productions, as well as post-production of final content.

# Employment History

Continued

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## James Schierman Photography

**6/2012 – Present**

I offer a variety of photographic services, including capture of product and lifestyle photography, post-production, as well as assistance, amongst others.

## Manager of Photography

**Title Boxing**

**8/2013 – 12/2014**

Working within a marketing team, I managed the production of a variety of visual collateral, to augment promotional campaigns and Title's eCommerce presence. This includes the conception and production of lifestyle and product photography, as well as video.

## Freelance Associate Photographer

**Ben Weddle & Associates**

**9/2012 – 9/2013**

Collaborate with a small team of creative professionals to deliver imagery to a variety of clientele. Participate in the planning, set-up and execution of location and studio photographic activities.

## Graphic Artist

**Dazium Design**

**6/2011 – 6/2012**

Worked in a dual role, with a small team to create print and web collateral. Contributed through design of layouts, and creation of vector artwork and photographic imagery. Managed daily office logistics, such as communication with clients and printers, distribution of finished products, as well as tracking of job costs and invoicing.

## Photography Intern/Assistant

**David Morris Photography**

**1/2011 – 3/2011**

Assisted in a niche "food" photographic studio, learned presentation and capture methods for the food photographic industry. Learned specific marketing techniques for portfolio personalization, as well as guidance in developing a personal "visual language" in my work.

## Photography Intern/Assistant

**Ben Weddle & Associates**

**2/2010 – 2/2011**

Worked with professional photographers to learn photographic capture and process techniques, on and off set. Learned professional post-production and image editing procedures. Experienced collaboration with clients and learned marketing techniques.

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