

# Bill Lusk

Photography  
United States

View the full portfolio at <http://www.thecreativefinder.com/billlusk>

## Professional Experience and Curriculum Vitae

Bill Lusk's advertising and editorial work has been spotlighted in Luerzer's Archive, Altpick, Addy, One Show and numerous other competitions. He leads a premier team of talented lighting assistants and post-production retouchers that understand his digital process. His technique turns out images with a sharp and gritty, stylish look in which all the characters are wrapped up in their idiosyncratic lives.

Lusk asserts that effective, quality image manipulation is a revealing process where post-production techniques are not applied on top of an image, but rather careful and thoughtful considerations are given to every aspect of pre-production and lighting so that they can be enhanced and unveiled during post-production later. His team begins with trained eyes for selecting wardrobe, locations, props, etc. that lend themselves to his style and follow through with definite, clever lighting techniques, all with a forward-thinking eye to the retouching stage. "We use a start to finish technique. Rather than shoot images and then hand them over for retouching, we exercise a holistic process that requires input from everyone on the team."

Bill Lusk studied fine art at the University of North Carolina. He lives with his wife in North Carolina, USA. He spends his time traveling for work, teaching workshops, and pursuing commercial photography assignments and various book projects.

## Previous Clientele

CITIBANK  
CLINE DAVIS & MANN  
NIKE  
ACLU  
DELTA  
HOME DEPOT  
WRANGLER  
WALMART  
TOYOTA  
AMERICAN EXPRESS  
MEN'S HEALTH  
TIME WARNER CABLE  
STATE FARM  
NEWPORT  
GOLD'S GYM  
MULLEN  
DDB  
RICHARD'S GROUP  
JIVE RECORDS  
DORAL  
MICROSOFT  
COCA-COLA  
HEALTHTEX  
MARTIN AGENCY

## Awards and Accolades

Please kindly get in touch for more information.

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100, Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

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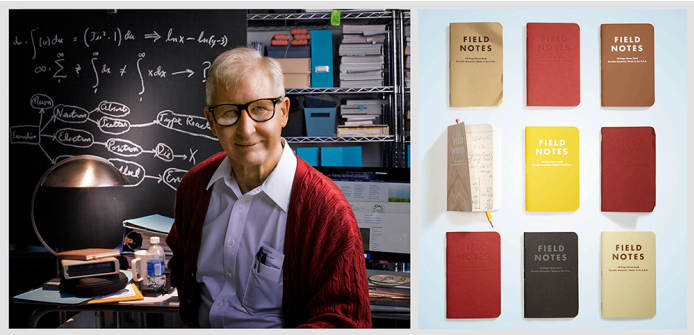
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