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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15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213

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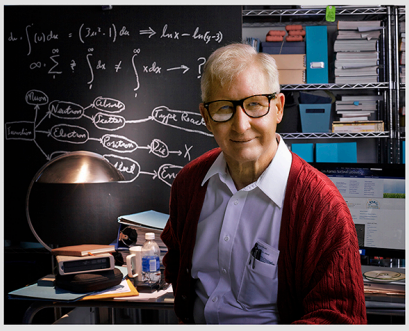


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