

# Edwing *Roncal*

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NJ | NYC

PHOTO / RETOUCH / GRAPHIC DESIGN

## PROFILE

Visual director and photographer with 15+ years delivering high-impact campaigns for Armani Exchange, Nike, and Adidas. I shoot, retouch, design, and edit video. Fluent across the full production pipeline — I lead sets and work independently to meet tight commercial deadlines. My practice keeps evolving with the tools — I'm actively integrating AI into my visual workflow, using it to push creative concepts, accelerate production, and explore territory that wasn't possible before.

## EXPERIENCE

### Senior Photographer — Kennedy Intl 2025 – Present

- Lead product and lifestyle photography for 200+ products weekly across active campaigns.

### Photographer, Graphic Designer & Videographer — Milliard 2021–2025

- Led creative direction for product, lifestyle, and instructional content across all digital platforms. Produced 150+ product and lifestyle assets annually across e-commerce and social platforms.
- Designed branded assets spanning e-commerce, social, and print collateral.

### Photographer — Outerstuff 2020

- Shot 4+ seasonal campaign drops for Nike, NFL, and Adidas.

### Photographer & Graphic Designer — Magid 2016–2020

- Directed and produced full seasonal catalogs of 1000+ SKUs annually.

### Photographer & Illustrator — KLINIK 2015–2016

- Created editorial portraits for online publications with a stylized fine art approach.

### E-commerce Supervisor — Armani Exchange 2006–2015

- Oversaw e-commerce visual operations for a catalog of 500+ SKUs over a 9-year tenure.
- Managed inventory systems and coordinated cross-functional team operations.

## SKILLS

### Photography & Retouching

Photoshop Lightroom Capture One

Skin Retouching Product Cleanup

### Design & Motion

Illustrator InDesign Premiere Pro

After Effects Final Cut

### AI & Generative Tools

Gemini Claude ChatGPT Firefly

### Digital & UX

Figma Wireframing UX Research

## EDUCATION

### Anthem Institute, NJ

Graphic Design & Animation

### SENATI, Lima - Peru

Graphic Design & Marketing

### Coursera

Google UX Design Professional Certificate

## LANGUAGES

English (fluent) Spanish (fluent) French (basic)