

JEF HARRIS

Multimedia and Digital Imaging Expert.

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<https://linktr.ee/jefharris>

CAREER SUMMARY

- Professional photographer with over 600 successful photo shoots ranging from lifestyle, fashion, and products.
- Proficient in using industry-standard software programs like, Lightroom, Premiere, Davinci, and Final Cut.
- 25 years professional experience in Adobe Photoshop for high-end image editing and creation.
- Masterful use of AI tools like ChatGPT, ComfyUI, and Midjourney, for the creation of groundbreaking visuals.
- Seeking fearless opportunities to bring ideas to life through innovative and creative editing techniques.
- Open-minded out of the box mindset eager to learn, with a strong foundation in the power of collaboration.
- Seeking a position in a dynamic industry where I can use my skills to convey compelling stories.

WORK EXPERIENCE

FREELANCE AI IMAGE/VIDEO SPECIALIST – Remote – Feb 2024 – July 2025

- **Completed 10+ successful AI generation-based image and video jobs on the UpWork platform.**
- **Galaxy Psychic and Crystal Fairs** – Created an AI commercial campaign for 24 major Canadian cities. Used ChatGPT, Flux, WAN2.2, ChaterBox TTS, ComfyUI, and NLE to deliver 24 localized spots.
- **Good To Great Schools Australia** – Created stock photos using MidJourney and the Flux Dev model with photoshop retouching and Topaz Labs for upscaling and print ready output.
- **ComfyUI workflow consultation** – Worked with individuals in the television, film, fashion and products industry to craft and test custom ComfyUI workflows that included ControlNET and LORA nodes.
- **AI Music videos.** – Created 3 music videos, one for the folk-rock Singer Lindsay Ferguson, the Canadian Bhangra music group “Josh”, and the Polish music duo “ZM99”. For the AI preproduction workflow, I Utilized ComfyUI, MidJourney, and RunwayGen3, Kling, and WAN2.1.

PHOTO RETOUCHING/AI IMAGE GENERATION – AI Fashion / Remote - April 2023 – Dec 2023

- Collaborated with an international team of AI artists to produce, quality fashion images for online stores.
- Utilized AI tools like Midjourney, Stable Diffusion, and Firefly to create fashion models tailored to client requests, enhancing clothing visuals using Stable Diffusion and Adobe Photoshop.
- Designed professional and captivating locations using Stable Diffusion, Midjourney, Firefly, and Dali.
- Maintained a resource database and conducted daily research on emerging AI tools.
- Specialized in prompt engineering, creating accurate prompts to align with client needs; used ChatGPT for prompt generation, brainstorming, and providing image descriptions.
- Developed expertise in crafting consistent faces, detailed clothing, and natural poses for models, placing them in engaging, fun, or professionally styled backgrounds.

LEAD EDITOR & POST-PRODUCTION COORDINATOR. – PIP Animation / On Site - Mar 2001 – 2020

- Oversaw 15 television and film projects, including *Caillou*, *The Ren and Stimpy Show*, *Tom and Jerry*, and the film *Pirate's Passage*, while working with a diverse team of 20-30 animators.
- Leveraged Adobe Creative Suite, Premiere, After Effects, Final Cut Pro, and Motion to manipulate, splice, and sync 10-50 scenes daily, adding visual effects, and dialog to complete 1 full episode a week.
- Collaborated with a team of 2-5 production coordinators to meet deadlines, implement best practices, and uphold the integrity of the company vision ensuring compliance with project budgets of \$2MM-\$3MM.
- Reduced the number of retakes by 60% through the consistent execution of thorough quality control measures, including conducting screenings and performing quality control on 40-100 scenes.
- Effectively implemented changes to 20-50 scenes per day based on feedback from directors.

E-COMMERCE AND CONTENT CREATION SPECIALIST – Desi Wear / Remote - July 2003 – Dec 2012

- Guided a creative team to establish and operate a streetwear clothing company, overseeing every phase from ideation to launch, including formulating the brand's appearance and style which contributed to annual profiles of over 500K in sales.
- Conducted intricate professional photo shoots that generated over 500 premium images for print and digital projects using Adobe Photoshop and Lightroom for picture editing with an efficient turnaround time.
- Efficiently processed tens of thousands of raw digital images from diverse events, demonstrating exceptional organizational skills, meticulous attention to detail, and expert use of image editing software to produce visually appealing results, typically narrowing down to less than 100 for prompt release.
- Deployed and sustained over 100 clothing products on the online store and crafted daily blog content, utilizing platforms such as Magento and WordPress, to provide a cohesive brand experience and effectively display products.
- Established and managed multiple payment gateways, including PayPal, Stripe, Square, and Woo Commerce, ensuring seamless online transactions and timely dispute resolution.

EDUCATION

ALGONQUIN COLLEGE SCHOOL OF MEDIA AND DESIGN - OTTAWA, ON – Sept 2021- Aug 2022

- **Ontario College Certificate**
Music Film and Media Fundamentals, Arts, Entertainment, & Media Management – Graduated with honors.

ADVANCED CERTIFICATE IN TEACHING ENGLISH AS A FOREIGN LANGUAGE - June 2019

Understand learners needs, the importance of context, lesson planning, teaching skills, assessment and reflection.

RELATED SOFTWARE SKILLS

Adobe Photoshop • Adobe Premiere • MidJourney • Adobe Firefly • Dali • ChatGPT • ComfyUI • Product Photography • Fashion Photography • Quality Assurance • eCommerce • Microsoft 365 • Image Editing • Final Cut Pro • Davinci Resolve • Adobe Audition • WordPress • Topaz Labs • Cloud Storage • Asset Creation • FaceFusioc • Invoke V6 • AfterEffects • InDesign • Figma • Canva

TRAINING AND CERTIFICATIONS

The Fundamentals of Digital Marketing • Adobe Audition • Final Cut Pro X • Premiere Pro • Body Language for Leaders • Boost Emotional Intelligence with Mindfulness • Building a Small Business Website with WordPress • Leading with Fearless Mindfulness • Product Photography • Mindful Team Building • Shopify • How to Get Things Done Ahead of Deadlines • Overcoming Imposter Syndrome • Developing a Critical Thinking Mindset • Leading and Motivating People with Different Personalities • Interpersonal Communication • Producing Podcasts • Digital Transformation Foundations • Working with Actors & Non-Actors in Video Production • Remote Work Foundations • Layout and Composition: Advanced Principles • Compositing Product Photography in Photoshop • Organizing and Archiving Digital Media

LANGUAGE – English