

CHRISTOPHER D. TRAFFORD
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A creative and resourceful professional, skilled in topside and underwater photography, video, as well as in General Management. I welcome new challenges and opportunities. I am able to work equally well as a team player or self-manage independently with excellent interpersonal skills for good customer and staff relations. I am a strong motivator for students, subordinates and peers.

ARTIST'S STATEMENT:

Born in Arusha, Tanzania to a rural English family, raised to believe life is an adventure. Taking up photography as a hobby, My initial goal to capture the essence of some of the exciting places in which I lived such as Kenya, Zimbabwe, Australia and the Caribbean, as well as many of the activities and animals in these regions. One of these activities was scuba diving, Initially a hobby, soon evolved into a career of professional photography and teaching of the subject.. Not being able to spend all my time underwater, circumstances developed my terrestrial photography, and the combination has been my niche in the industry.

Using the resources of this technology driven world to capture the beauty we often miss, is my desire. Understanding what the camera's technology does see, and adding to it my own vision, is my contribution. Sharing my work so that others can participate in that fraction of a second of magic, is my dream.

SUMMARY OF SKILLS:

- Professional photographer and videographer.
- Darkroom, developing, video editing, computer graphics utilizing among others Adobe PhotoShop.
- Teaching photography and videography underwater and on land, utilizing many different systems.
- Managing all organizational and creative aspects of photo shoots for commercial projects involving both film and broadcast quality video.
- Digital camera and image manipulation expertise. Photoshop, In Design both Mac and PC platforms.
- Studio operation and construction for both portrait, product and commercial photography.
- Sport action and posed photography, both in a formal and candid setting.
- Retail camera and equipment sales expertise.
- Ability to direct and manage large, complex business operations.

EMPLOYMENT HISTORY:

- Cleara Images. - Portrait, Wedding and commercial photography. Present
- Bella pictures. -Wedding Photography 2005 to Present
- The Sports Section- Sport and event photography. Present Contract
- Obeo.com - Virtual tours real estate photography.
- Isoldit - Product photography

- Aquaterre Images - Photography, stock, assignment, wedding commercial event and product. . September 1999 to present
- Tintype Studios, Chicago, IL – Staff Photographer, July 2000 – November 2001
- Chappell Studios, Chicago, IL - Graduate pictures assignment, June 2000
- Baskin in the Sun, Tortola, British Virgin Islands - Boat Captain, Dive Instructor, photographer – May 1999 to May 2000
- CI Photography, Grand Cayman British West Indies - Freelance digital photographer, owner, operator – Jan 1997 to May 1999
- Fisheye of Cayman, Grand Cayman Islands, British West Indies - Director, Photo Operations – Feb. 1994 to May 1999
- Puffin Print, (general printing, screen printing and promotions business), Durban, S. Africa - General Manager/Owner – Jan. 1992 to Jan. 1994

EXAMPLE PRODUCTION ACCOMPLISHMENTS:

- BBC Productions: *The Travel Channel*, *Blue Peter Show* and footage for local TV Channel
- The Travel Journal: *The Travel Show*
- Modern Bride: *Weddings in Cayman*
- NFL Films: *The Mike Hutley Story*
- Anderson Consulting: Promotion commercial
- General Motors: *The Wreck Of the Henrietta Marie*
- Cayman Islands Television: various current affairs, news projects
- NBA Films: *Jason Williams Dives Cayman*
- Cayman Islands National Swim Team, training and promotions photographer/videographer
- Sailing World Chicago to Mackinac start, 2000 -2004
- Many additional projects for promotional material, educational, tourism and other venues

CERTIFICATIONS:

- National Association of Underwater Instructors - Instructor trainer
- National Association of Underwater Instructors - Photo and Video Specialty Instructor.

Samples of present photography available at:

<http://www.clearaimages.com/Viewmywork/viewmywork.htm>