

LAWRENCE LAI

PHOTO EDITOR

lawrencelai.photo@gmail.com

(917) 699-2809

linkedin.com/in/lawrencelai

New York, NY

Summary

Creative and accomplished photo editor with a proven record of curating captivating images for diverse audiences. Dedicated professional who consistently delivers compelling visual narratives within strict deadlines. Demonstrates outstanding command in blending creativity with sound editorial judgment, excelling in both independent and collaborative roles within fast-paced newsroom environments.

Areas of Expertise

News Judgement	Image Editing	Communication
Visual Storytelling	Content Development	SEO
Photo Research	Breaking News	Analytics
Licensing	Photojournalism	AP Style
Copyright Law	Photographer Assignment	

Professional Experience

Digital Technician/Post Production Coordinator Jan 2022 – Present

FREELANCE | New York, NY

- Achieving improved client retention and satisfaction rates through successful delivery of photo events and image retouching services for corporate and individual clients.
- Ready for next challenge following full recovery from illness.

Personal Leave Jul 2017 – Dec 2021

- Took leave for medical care. Physical rehabilitation and recovery prolonged due to COVID-19.

Photo Editor (Contract) Feb 2017 – Jun 2017

YAHOO NEWS | New York, NY

- Curated photo selections and conceptualized and created high-quality, relevant photo illustrations across multiple verticals, enhancing the overall user experience and contributing to increased site retention.
- Facilitated daily editorial meetings, fostering productivity and collaboration among cross-functional teams.
- Leveraged social media platforms to boost engagement with photo-driven content and drive website traffic.

Personal Leave Sep 2015 – Dec 2016

- Took leave for health reasons.

Photo Editor (Part-Time Contract) Jun 2014 – Aug 2015

CNBC | Englewood Cliffs, NJ

- Utilized imaginative illustrative treatments to bring abstract business concepts to life, boosting engagement and comprehension by readers.
- Fostered collaboration with editorial and reporting teams, driving a 20% increase in user retention and an 18% boost in click-through rates by transforming in-house and agency photography into captivating visual content.

Photo Editor Oct 2008 – Jan 2014

ABC NEWS | New York, NY

- Debuted site's first photography blog, building a growing viewer base through captivating imagery and storytelling.
- Commissioned photographers and negotiated vendor relationships while managing budget to save 15% in costs.
- Elevated Photo Desk from production to editorial role with launch of digital and broadcast news integration project.
- Led initiatives with development team to successfully implement new digital asset and content management systems (DAM and CMS), resulting in significant increases in productivity.
- Strengthened digital news platform's visual appeal by producing original photography for online articles.

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Professional Experience (continued)

Photo Editor

Sep 2001 – Mar 2008

NEW YORK DAILY NEWS | New York, NY

- Administered evening Photo Desk operations for three print editions, ensuring timely delivery of news, sports, features and special sections.
- Led five-person team of imaging technicians and coached photographers, optimizing workflows to decrease turnaround time and increase quality of final products.
- Researched and meticulously retouched archival prints, film and glass negatives for multiple best-selling historical book publications.
- Edited videos for nascent digital news site resulting in 25% increase in subscriber base and improved user retention.

Previous Roles Include

Associate Photo Editor | NEW YORK DAILY NEWS

Imaging Specialist/Archivist | APPLIED GRAPHICS TECHNOLOGIES FOR TIME INC.

Manager/Photographer | L&D PHOTO SERVICES

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Bridge, InDesign) | Final Cut Pro | WordPress
FotoStation | Photo Mechanic | HTML

Professional Training

Digital Editing Workshop | NEW YORK FILM ACADEMY

Final Cut Pro Intensive Program | NOBLE DESKTOP

Digital Publishing Workshop | ASSOCIATION OF GRAPHIC COMMUNICATIONS

Education

Queens College | QUEENS, NY

St. John's University | QUEENS, NY

State University of New York at Albany | ALBANY, NY