

# Barbara Schug

973-879-3071

[barbara.schug@gmail.com](mailto:barbara.schug@gmail.com)

[www.BarbaraSchug.com](http://www.BarbaraSchug.com)



## Commercial Photo Stylist

Accomplished versatile Commercial Stylist with 5+ years experience executing product styling consistent with brand's styling in print, e-commerce and video. Strong technical aptitude and interest in learning and changing with technology.

Professional  
Summary

### Freelance Photo Stylist 2000 - Present

Experience

Extensive skills in all areas of product styling

Leading crews when needed.

- Proven ability to balance creative with strategic deliverables.
- Communicative with strong collaboration skills. Demonstrated ability to form effective partnerships across cross-functional teams.
- Photo Art Direction.
- Experience styling, room layout and set design in all areas of home goods, including furniture.
- Manage shoots from pre-production to completion when needed.
- Set design, propping & styling done within brand standards of all products.
- Easily transition to different brand/client identities as needed.
- Working knowledge of style trends, interior design elements, mood boards.
- Technical skills include Adobe CS.

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Strong technical aptitude  
Self taught just because I love it  
Adobe Creative Suite  
Sketch, Flash, Greensock,  
HTML5, CSS, jQuery  
Mac OS

Layout & Set Design

Curtain Styling

Interior Styling

Food Styling

Bed Styling

Accessories

On-Figure

Off-Figure

Lay downs

Tabletop

Stacks

E-commerce

Catalog

Editorial

Advertising

Mac, Adobe

Sm. Hand Tools

Sewing

• Franco Mfg.

• West Point Springs

• Ralph Lauren Home

• Hugo Boss

• Walmart, Target, Kohls

• Wamsutta, Disney

• Christmas Tree Shops

• Pennsylvania House

• Enchanted Home Pet

• Congoleum, Bali Blinds

• Plow and Hearth

• Hearth Song

• Company Store

• Bed Bath & Beyond

• JCPenney

• Waverly, Lenox

• Silhouettes & Haband

• Lorel Marketing Group

• Digichrome Studios

• Keith Lapinski Studio

• Lewis Studios

Clients

Present

and Past



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## Commercial Photo Stylist

### **Navy Resale Stores Corporate Women's Visual Merchandising Specialist**

- Created and communicated standardized VM plans for Women's Dept. for over 800 stores worldwide.
- Art directed women's fashion photo shoots for pos & adv.
- Successfully developed relationships with RTW vendors to benefit vm efforts and increase sales.

Related Experience



**Fortunoffs** Westbury, NY. Freelance Visual  
**JCPenney** Wayne, N.J. Staff Women's Fashion Coordinator/Visual Merchandising



**Fashion Institute of Technology** N.Y. N.Y.  
 • AAS in Retail and Promotion

Education



Avid crystal collector  
 Animal lover  
 Passion for learning  
 Love a good project or 3

Personal