

Jeff Berger

PHOTOGRAPHER

I was born in El Paso, Texas, and raised in Los Angeles. A lifelong photographer, I began shooting with a Kodak Brownie at about age 8. Over the following decade, I brandished a GAF Instamatic as well as other point-and-shoots of the late '60s, and, starting in junior high, I latched onto a much-loved Mamiya-Sekor 35mm camera.

Learning the ropes

At meetings of my father's photo club, I keenly observed group critiques of 35mm slides and, as an adolescent, I accompanied my dad on periodic photo outings, such as to Huntington Library in San Marino and the San Diego Zoo.

Armed with my Mamiya, I signed up as a junior-high yearbook photographer. Later, I thrived in a high-school photography class, where I learned more about composition and lighting as well as the darkroom. As a teen, I entered and won some local photo contests and did a little neighborhood business (product shots and children's portraits) for modest pay.

A surprise

While a senior at the University of California, Santa Barbara, finishing a bachelor of arts degree in communications studies, I learned that my friend Billy (without asking) had signed me up as a fellow section editor for the school's yearbook. I joined the staff and was profoundly grateful for the intense and varied experience, editorial and photographic alike.

That yearbook gig gave me the opportunity to shoot more portraits and candids than ever before as well as landscape, architecture, and other subjects. With unlimited, 24-7 access to UCSB's darkroom, I became something of a vampire.

Corporate career

The yearbook experience helped me land my first post-college job: in the Public Relations Department of Occidental Petroleum in Los Angeles. Although I worked in public relations

and publications as a writer, editor, and project manager, I found ways to occasionally put my passion for photography to professional use, supplementing the work of staff photographers and freelancers with shots of my own.



During the rest of my corporate communications career, I found ways to take pictures for the publications (and, later, websites) I managed—at ComputerLand, Ampex, Bechtel, Los Alamos National Laboratory, and

KPMG. I shot photos in such locales as Denmark, Ecuador, Hong Kong, Iraq, and Trinidad. At the same time, I worked with, supervised, and learned from a wide array of top professional photographers—in-house staffers and hired guns alike.

During my corporate career, my family and I lived in the San Francisco Bay Area; Santa Fe, New Mexico; and the Washington, DC, suburb of Annandale, Virginia, before moving to Boulder, Colorado, in December 2019.

Freelance photography

After retiring from the corporate world in 2017, I took on freelance writing, editing, and photo assignments, recently concentrating almost solely on photography.

For hire and for fun, I photograph all sorts of subjects, emphasizing what's natural and noteworthy with a flair for drama and detail.

Most clients are mostly individuals and small businesses, although I've been hired by the likes of Nissan North America, BB&T, Autism Spectrum Therapies, George Mason University, Bugcrowd, NVA Compassion-First animal hospitals, and Denver's St. John's Cathedral as well as several charitable organizations, some of which I've served pro bono.