

ALEX CRADDOCK
DIGITAL TECH
DIGITAL EQUIPMENT RENTAL

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David Bailey	VOGUE <small>Italian, French, American, British, German, Scandinavia, China, Japan, Russia, L'Uomo</small>	PRADA	STAR WARS
Tim Walker	Numéro	DOLCE & GABBANA	Disney
Nick Knight	LOVE	LANVIN	prime video
David Sims	W	HERMÈS	ZDF
Willy Vanderperre	AnOther	BURBERRY	Mercedes-Benz
Glen Luchford	FANTASTIC MAN	MIU MIU	NIKE
Ellen Von Unwerth	the gentlewoman	ALEXANDER MQUEEN	adidas
Solve Sundsbo	i-D	BALENCIAGA	UNIVERSAL UNIVERSAL PRODUCTION MUSIC
Liz Collins	DAZED	MANOLO BLAHNIK	MAC
Emma Summerton	032c	GmbH	Schwarzkopf
Daniel Jackson			
Thomas Lohr			
Daniel Sannwald			
Stefan Heinrichs			
Joachim Müller Ruchholz			
Bruno Dayan			
Matt Lambert			
Benjamin Huseby			

Experience

I've worked as a Digital Tech for over 8 years and have a deep knowledge of the full workflow for many different styles. I own and rent out all my professional digital equipment, everything is the latest models, high end, and the most reliable setups. I'm also comfortable to work simultaneously as a Digital Tech and Lighting Assistant when smaller crews are needed.

Previous Work

I started working in the industry at the age of 18 and during my 13 years of experience I've lived and worked in London, New York and Berlin. I've mostly been freelance, but I did my studio assistant time working full time at Big Sky Studios in London, and have also worked full time for Timur Celikdag and David Bailey.

Personal Life

I have a clean German driving license. Outside of work, I've been the president of the Berlin Bruisers - Germany's first queer and inclusive rugby team, done a variety of volunteer work in the infamous refugee camp in Calais - France, I've been a main character in a prime time BBC documentary about LGBTQ+ and HIV activism and completed Ironman races and Olympic distance triathlons.

References are available on request.