Clifford Pickett
New York

🏠 Clifford's Home Page< https://www.cliffordpickett.com/>

About Clifford Pickett

Clifford Pickett (NY) is an NYC-based professional travel, humanitarian and commercial photographer, videographer and educator. He is also an FAA Certified Drone Pilot and Adobe Lightroom expert.

He's not your average professional photographer and educator. He failed his first photography class. He waited until digital photography was good enough to avoid film. He's self-taught, sourcing his education through modern methods rather than traditional ones. His approach to his work and his teaching is, as a result, both refreshing and rather unconventional, questioning everything about the standards and norms of creating images. He has learned to successfully operate at the edge of what is possible, leveraging the new capabilities of modern technology and developing techniques that allow him to overcome traditional photographic limitations while simplifying the process.

Recently his focus has shifted more into the education space, teaching at various institutions on the power of mobile photography and demonstrating his distinctly simple yet powerful workflow and editing techniques using Lightroom and the importance of craft and vision over gear.

His unique ability to take a complicated subject matter and distill it into its purest, most simple form, has led to a "more is less" approach to photography, workflow and editing. More often than not, you'll find him shooting with an iPhone and a small aerial drone.

Professionally, he's developed several successful photographic enterprises, including an elite personal brand in digital photography, a commercial video production company, a 3D VR imaging business and a community-based platform for local artists in NYC to share their vision and work worldwide.

He's a chairperson on the board of ASMP, is an adjunct professor at NYU, and is a personal consultant for many of the biggest names inside and outside of the photographic industry. His work has caught the attention of many global brands such as Apple, Google, British Airways, Adidas, Estée Lauder, Sephora, Clinique and Lindblad Expeditions, among others, and his work has been featured by National Geographic, the Smithsonian, and various other publications and media outlets.

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