



Since graduating in Fine Art (BA Hons, Brighton) I've been working professionally as a freelance in both illustration & photography.

As a creative professional I'm privileged to have closely collaborated with agencies and clients all over the globe, working on numerous ad campaigns and design projects, many of them very long term. I've been involved in the creation of around 1,000 magazine & book covers. I really enjoy what I do. I'm driven to achieve the highest standards in my field. I'm a fast learner and I relish new challenges.

WORK EXPERIENCE

Logitech (California): June 2012 - December 2016

I created over 100 photo-realistic 3D images of gaming products for packaging and promotion. Many of the images were complex 'X Rays' showing the advanced technology inside. Initially I worked with Salt Branding in San Francisco and subsequently directly for Logitech. I art directed many of the images, working directly with the executive of the Games division.

The work involved liaising on a daily basis with Logitech's art directors & print producers in California, together with the product design team in Dublin (Design Partners), the technical design team in Switzerland and production teams in Taiwan and China. The images were revised as the product evolved.



Advertising Campaigns include: Shell, RSPCA, Apple, Citizen watches, New Zealand Tourism and Microsoft.

Design agency projects: annual reports for Marks & Spencers, Tesco, Land Securities, Boots, Pearson, Sainsbury's, Body Shop, Courtaulds & the Science Museum. Other projects: Garrards Jewellery, Daiko Japan and many others, including album covers with Neville Brody and Vaughan Oliver

Architectural & Interior design clients: The Partners, Imagination, Building Design Partnership and Fletcher Priest.



Editorial projects

include: Radio Times, Elle, Observer, Time, Blueprint, Arena, The Face, Car, Design, New Scientist, Architects Journal, World of Interiors, Good Housekeeping, Design Week, Personal Computer World, Good, Bike, Architectural Review.



Carolyn Quartermaine: Elle Magazine



CREATIVE SKILLS

Photography: I have a great deal of experience of working with people, models and celebrities, often with a large team of assistants, stylists, hair and make-up and of course, Art Directors. I am skilled in studio, location and portrait photography. I am very familiar with studio lighting (flash and continuous) and all kinds of cameras, particularly large format.

Illustration/Retouching: I was a beta tester for Adobe on many iterations of **Photoshop**. I've used Photoshop almost every day since its launch and contributed to a number of books on the subject. Pre Covid I taught a 10 week evening course in Advanced Photoshop for the Photography Course London.

General Skills: Full clean licence for cars, motorcycles and mini- buses. I speak intermediate French.

I have a fully equipped photographic studio close to the British Museum.

I play the piano and sing in choirs (I've even been on stage at the English National Opera) I cycle, ski and run marathons.

Exhibitions: I have had one man shows of personal work with the Spectro Arts Gallery, Newcastle upon Tyne (and tour) and at the Special Photographers Gallery, London and international tour. My personal work has been featured in Zoom, Camera, Creative Review, Blueprint and the Time Life series of photography.

A recently
commissioned
3d print
project



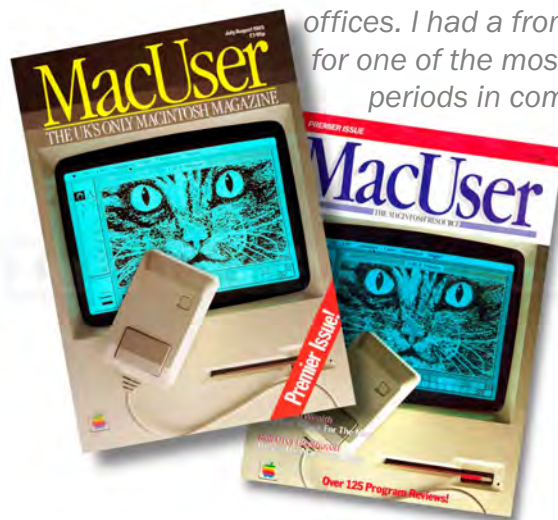
One of my Radio Times covers was voted the '**Cover of the Century**' in a public competition organised by the Professional Publishers Association.

Software: Apart from **Photoshop** most of my current 3d work involves **Modo**

I use Adobe **Illustrator** and Adobe's **Creative Suite**. I'm familiar with Autodesk Fusion 360 and Z Brush. I'm always willing to explore new programs.

I was an Associate Editor of MacUser magazine (both UK and US editions) for many years, writing and illustrating articles about graphics and reviewing software. One of my roles was to liaise between the 2 editions: I worked in both the London and the New York offices. I had a front row seat for one of the most exciting periods in computer

history,
meeting
Steve
Jobs and
many of
the major
players.



IanMcKinnell.com

Ian@McKinnell.co.uk

07785 311 413

9 Bristol House,
80a Southampton Row
London
WC1B 4BA

All images created by Ian McKinnell
Click images for web links