

CUT THE CORD

MOBILE TUNING IS HERE

THE ALL-NEW **PREDATOR^X**



LAUNCH + MOBILE PRODUCT DESIGN

Brand identity support • campaign creative • onboarding • iconography

BRENDAN BACHMANN

THE PRODUCT

Predator X put tuning power in the driver's pocket.

A wireless OBDII dongle pairs with the Predator X app on iOS or Android—giving drivers access to preloaded tunes, live vehicle data, and diagnostic trouble-code tools from a phone.

WIRELESS HARDWARE



MOBILE APP

MY CONTRIBUTION

Visual Designer

- Identity and logo applications
- “Cut the Cord” launch campaign
- App onboarding screens
- Tune icon library
- Google Play creative

THE CHALLENGE

Make a new behavior feel obvious—without losing DiabloSport's edge.

01 *SELL THE SHIFT*

Turn a wireless dongle and phone pairing into an immediate, understandable launch story.

02 *KEEP THE CREDIBILITY*

Balance convenience with the vehicles, hardware, and technical detail performance customers expect.

03 *SCALE THE SYSTEM*

Carry one visual idea across web, Meta, Google ads, B2B support, onboarding, and app-store assets.

ONE PRODUCT

ACROSS

EVERY TOUCHPOINT

BRAND • CAMPAIGN • PRODUCT

The identity carried speed before motion.

PREDATOR^X
PRO^X

PREDATOR^X
PRO^X

FINAL PRODUCTION MARK

PREDATOR^X

Forward lean

Signals speed and performance.

Claw marks

Make the O and X distinctive.

Metallic finish

Bridges digital and automotive cues.

Flexible lockups

Work across dark and light media.

“Cut the Cord” made mobile tuning instantly clear.

**CUT THE
CORD**
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01 THE SPLIT HEADLINE

visualizes the benefit.

02 PHONE + DONGLE

makes wireless control
tangible.

03 VEHICLE CONTEXT

keeps performance credibility.

04 CYAN GLOW

focuses the connected
hardware.

The concept anchored the website launch and expanded into paid, social, partner, and store formats.

CAMPAIGN SYSTEM

One campaign idea traveled across every channel.



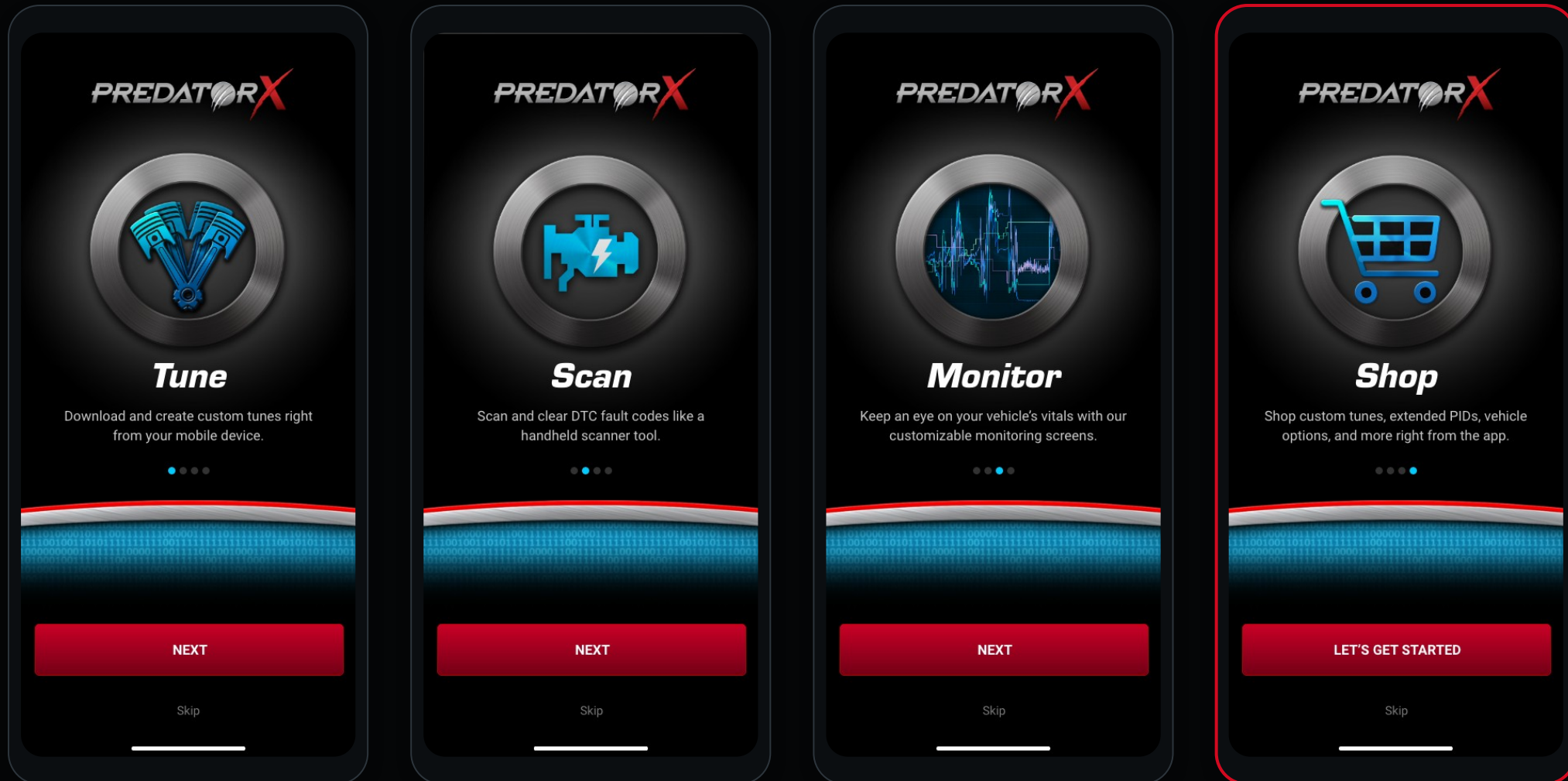
CHANNELS

Website banners • Meta • Google ads • B2B partner support • Google Play

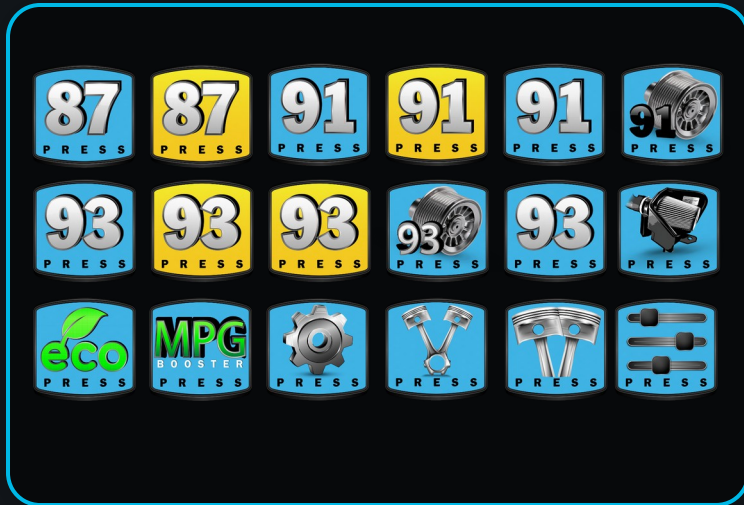


Four actions made mobile tuning easy.

TUNE • SCAN • MONITOR • SHOP



One icon family made every tune recognizable.



VISUAL SHORTHAND FOR TECHNICAL CHOICES

Octane levels, fuel variants, drivetrain options, gauges, engine components, and service functions share one framed badge language.

High contrast

Consistent silhouette

Blue/yellow differentiation

The icon system stayed clear at phone size.



BUILT FOR QUICK SCANNING

Large numerals

support fast fuel-grade scanning.

Blue + yellow

separate standard and flex-tune variants.

Mechanical illustrations

distinguish advanced performance options.

Consistent framing

keeps every row visually related.

The customer journey stayed connected from discovery to control.

01

DISCOVER

A clear campaign promise makes mobile tuning understandable at first glance.

CUT THE CORD

02

LEARN

Four onboarding moments introduce the product's core value without overload.

TUNE • SCAN • MONITOR • SHOP

03

CONTROL

A consistent icon language supports fast recognition inside tune selection.

TECHNICAL CHOICES, VISUALLY ORGANIZED

The visual system bridges marketing and product—so the promise customers see is the experience they enter.

This project demonstrates how I connect brand thinking to product detail.

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|-----------|-----------------------------------|--|
| 01 | <i>Integrated thinking</i> | A single idea carried across identity, launch creative, onboarding, iconography, and store assets. |
| 02 | <i>Technical clarity</i> | Complex tuning features were translated into approachable, performance-minded visual language. |
| 03 | <i>Scalable execution</i> | Artwork adapted across extreme aspect ratios, paid media, B2B support, and mobile interfaces. |
| 04 | <i>Hands-on craft</i> | Typography, composition, image-making, UI asset production, and final delivery worked as one system. |



***I HELPED PREDATOR X FEEL LIKE ONE
CONNECTED PRODUCT.***

Brand identity support • “Cut the Cord” launch creative • onboarding • app iconography • Google Play assets

BRENDAN BACHMANN

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