

SUPERCIPS FLASHCAL+

From the app to the trail.



UI ICONS

3D PRODUCT VISUALIZATION

LAUNCH CREATIVE

DTC + B2B + RETAIL

One product. Multiple touchpoints.

Flashcal+ brings wireless vehicle calibration to a smartphone app and an OBDII device. For its launch, I contributed across the app, product visualization, advertising, and retail materials for Superchips, a Holley Performance Brand.

THE DESIGN CHALLENGE

Connect a compact piece of hardware and a feature-rich app with the rugged, off-road character of the brand. Keep the product recognizable across digital campaigns, sales collateral, and the retail counter.

MY CONTRIBUTION

App UI icons; 3D renders of the OBDII device; Jeep campaign imagery using Adobe Firefly, Photoshop, and a vehicle cutout; release graphics; DTC and B2B flyers; and counter-display artwork.



A connected visual presentation from product discovery to in-app use.

Small details. Strong recognition.

I created UI icons for the Flashcal+ app, using automotive symbols and a bold visual style to represent product functions within the interface.



AUTOMOTIVE SYMBOLS

Recognizable vehicle and feature imagery.

CONSISTENT VISUAL LANGUAGE

Red tiles, dimensional detail, and strong contrast.

Make the hardware the hero.

I rendered the OBDII device in multiple views to showcase its shape, surface detail, connector, and Superchips branding. The product imagery also appears alongside the app in the launch artwork.



THREE-QUARTER VIEW



FRONT VIEW



CONNECTOR DETAIL

The renders give a consistent product reference across advertising and sales materials.

Build a scene around the Jeep.



ADOBE FIREFLY

Used as part of the Jeep image-creation workflow.

JEEP CUTOUT

A vehicle cutout provided the Jeep element for the composition.

ADOBE PHOTOSHOP

Used with Firefly and the cutout to composite and refine the image.

The finished forest-trail scene gives the campaign its off-road setting, with mud, dust, and dramatic lighting that reinforce the Superchips look.

One campaign, four formats.

I adapted the release graphics for square, vertical, landscape, and wide placements, carrying the Jeep, device, app, and headline through each composition.



1080 x 1080 / SQUARE



1080 x 1920 / VERTICAL



1200 x 628 / LANDSCAPE



1920 x 768 / WIDE

Recomposed to fit each placement.

Bring the launch to the counter.

BUY FIVE, GET ONE FREE!



Superchips

TAKE CONTROL WITH FLASHCAL+

WIRELESS CALIBRATION FOR JEEP

Unleash your Jeep's potential with Superchips Flashcal+. This easy-to-use wireless, app-based tool puts total control at your fingertips—whether you're on the road or off the beaten path. From intuitive speedometer recalibration and idle control to lighting and TPMS, you can fine-tune it all through a simple iPhone or Android app. The exclusive Tire Size Wizard uses your phone's GPS for pinpoint accuracy, making upgrades seamless and stress-free. Affordable, powerful, and built for adventure—Flashcal+ transforms your Jeep into the ultimate driving experience.

BENEFITS & ADVANTAGES

- Wireless calibration tool for Jeep Wrangler and Gladiator
- Access to advanced features like speedometer recalibration
- Ultimate off-road customizations right at your fingertips
- Control your upgrades effortlessly through the intuitive app
- Seamless smartphone integration, iPhone and Android

BUY FIVE, GET ONE FREE!

Superchips is excited to announce an exclusive, one-time load in promotion. Select customers will get a free Flashcal+ (SC-MOD) with the purchase of every five Flashcal+ (SC-MOD). Buy five, get one free! But hurry, this offer will not last. Offer valid now through December 31, 2025!



PART# SC-MOD

SUPPORTED PLATFORMS

- 2007-2018 Wrangler JK 3.6/3.8
- 2018-2024 Wrangler JL 3.6/2.0
- 2020-2023 Wrangler JL 3.0 Diesel
- 2021-2024 Gladiator JT 3.6
- 2021-2023 Gladiator JT 3.0 Diesel

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B2B PROMOTIONAL FLYER



COUNTER-DISPLAY ARTWORK

I extended the campaign into DTC and B2B flyer materials and a counter display, pairing product imagery with sales messaging and app visuals.

PROJECT OUTCOME

A cohesive body of launch work spanning app icons, 3D visualization, digital advertising, and retail support.