

CLIENT CASE STUDY

Hemifever Tuning

AI-assisted automotive campaigns, shaped by a designer's eye.

Seasonal Meta creative and vehicle-focused motion work, connecting concept development, AI image iteration, typography, 3D assets and After Effects.

MY ROLE

Concept development, art direction, visual refinement, campaign layout and motion design.

PROJECT TOOLSET

ChatGPT • Adobe Firefly • Runway
Photoshop • 3D assets • After Effects



CREATIVE OBJECTIVE

Give performance tuning a distinctive visual voice across Halloween, Thanksgiving and Christmas, while keeping the vehicles central to the message.

ONE CLIENT. THREE VISUAL DIRECTIONS.

A consistent performance attitude

HALLOWEEN



Haunt the streets.

Dark environments, pumpkins and aggressive lettering create a theatrical performance theme.

THANKSGIVING



Let it eat.

Warm autumn light and driving imagery connect seasonal appetite with automotive power.

CHRISTMAS



Sleigh the streets.

Snow, festive lighting and a coordinated vehicle lineup translate the campaign into winter.

DESIGN THROUGHLINE / Bold headlines, dramatic lighting and vehicle-led compositions unite the seasonal variations.

FROM GENERATION TO REFINEMENT

The decisions behind the image



CHRISTMAS SCENE / SELECTED REFINEMENTS

The iteration requests focused on adding a Ram, reducing its scale relative to the cars, aligning vehicle direction and correcting the Challenger's headlight reflections. These details guided the scene toward a more cohesive composition.

MY APPROACH: combine AI generation with specific art direction, image cleanup and deliberate campaign design.

01 DEVELOP THE CONCEPT

I used ChatGPT to explore seasonal concepts, generate imagery and direct revisions through specific visual feedback.

02 EXTEND WITH FIREFLY

I used Adobe Firefly to extend the edges of the Meta ad artwork, creating additional image area for the layouts.

03 CLEAN UP IN PHOTOSHOP

I cleaned up the imagery in Photoshop and carried the campaign into headline treatments and social layouts.

EXTENDING THE VISUAL LANGUAGE

From still imagery to motion

I used Runway and Adobe Firefly in the video workflow, alongside 3D files and After Effects, to create two 12-second vehicle spots for Hemifever Tuning.

DODGE CHALLENGER



Vehicle-led opening, dramatic effects and a branded closing frame.

RAM



Vehicle-led opening, dramatic effects and a branded closing frame.

SKILLS ON DISPLAY

Runway + Firefly / 3D assets / After Effects / Motion design