

From AI-driven campaigns to retail design,
I create brand experiences built for real brands.

Brands I've worked with

In-house & direct work



Freelance work

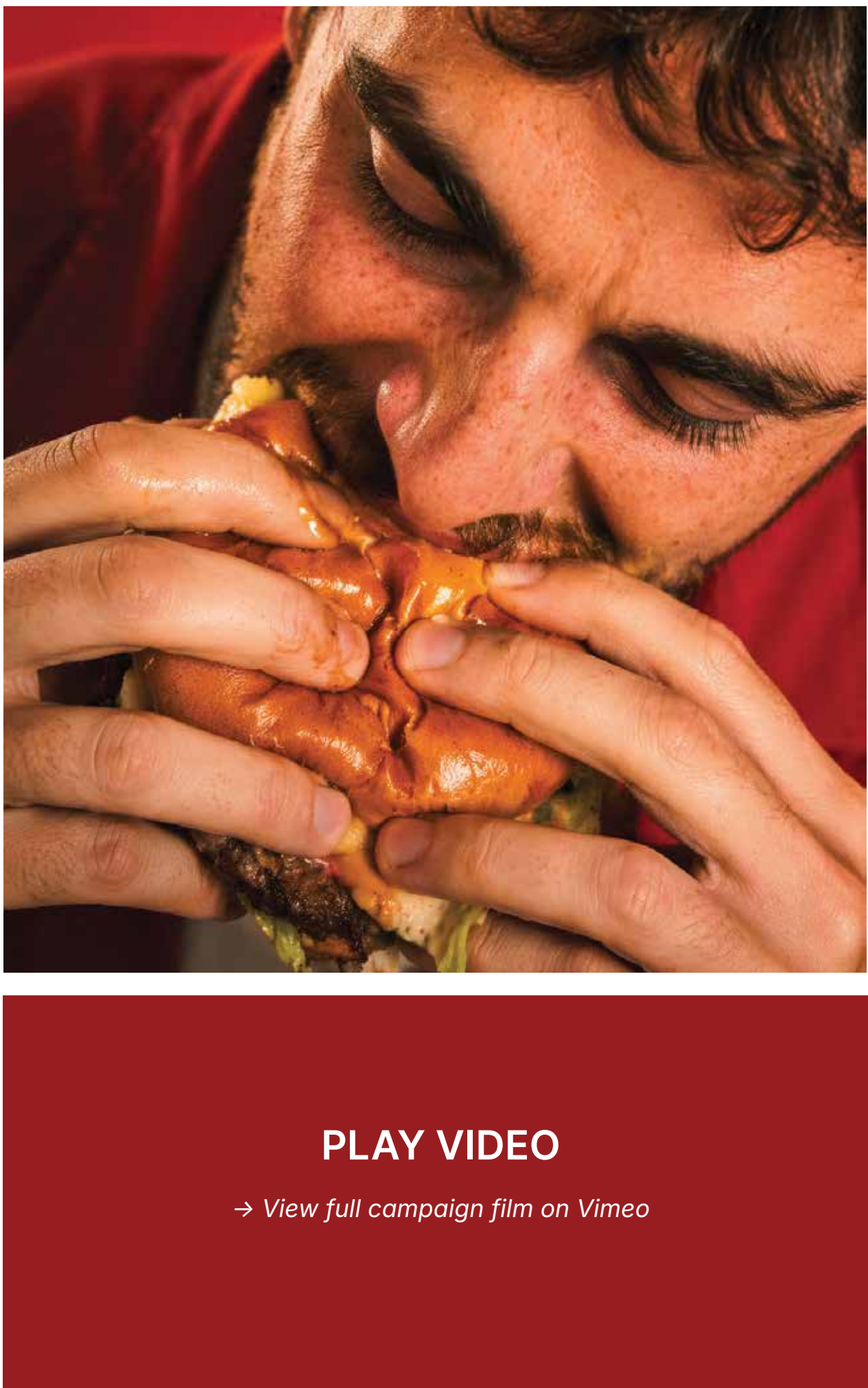


Client work (via RR Donnelley)



Where flavor meets rhythm.

This project explores how fast paced visuals, texture, and motion can shape a more immersive way of presenting food. Along the way, I experimented with multiple AI tools to test how different workflows can influence pacing, detail, and overall visual impact. The goal was to move beyond static presentation and build something driven by energy, flow, and precision.

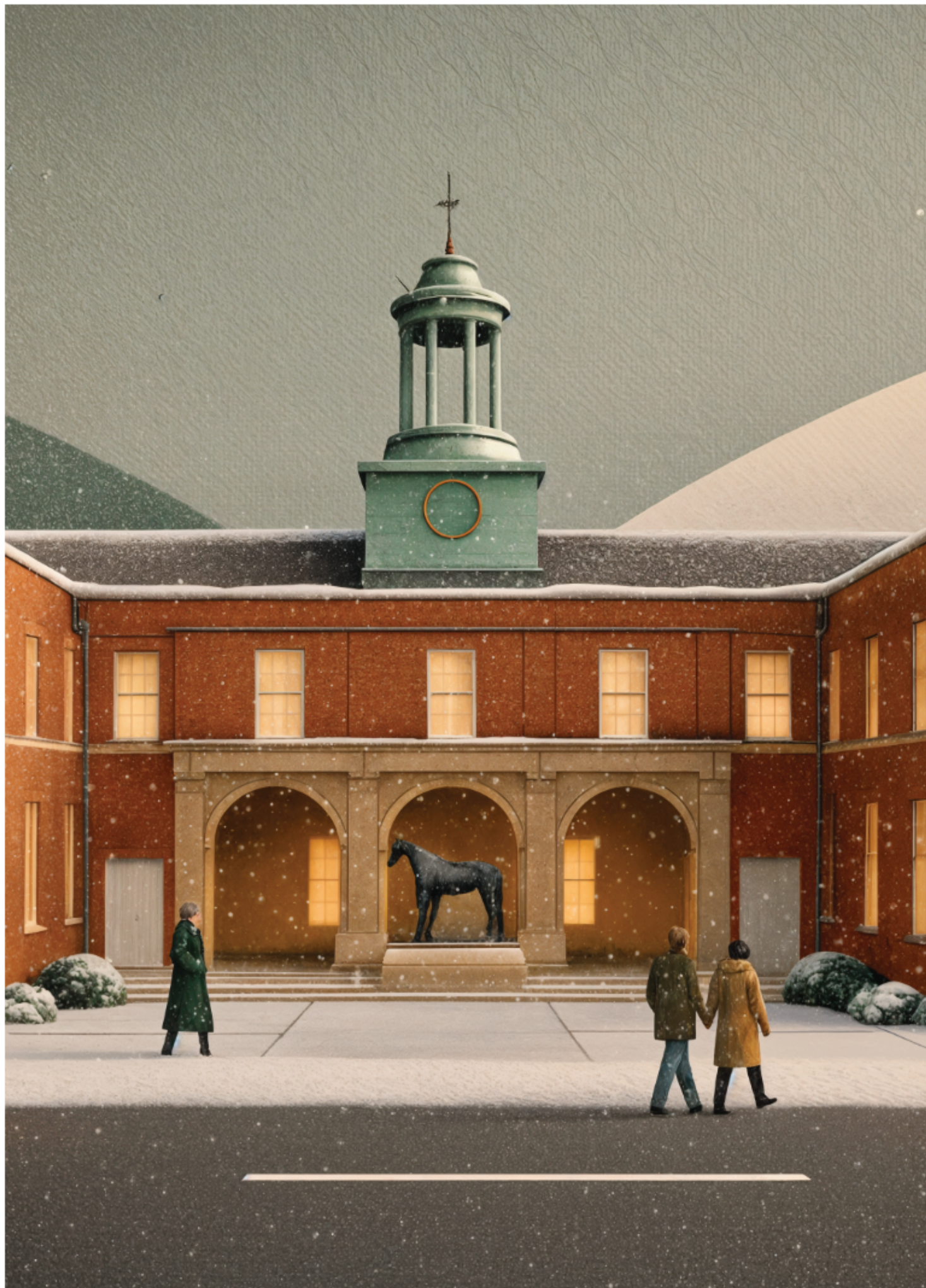
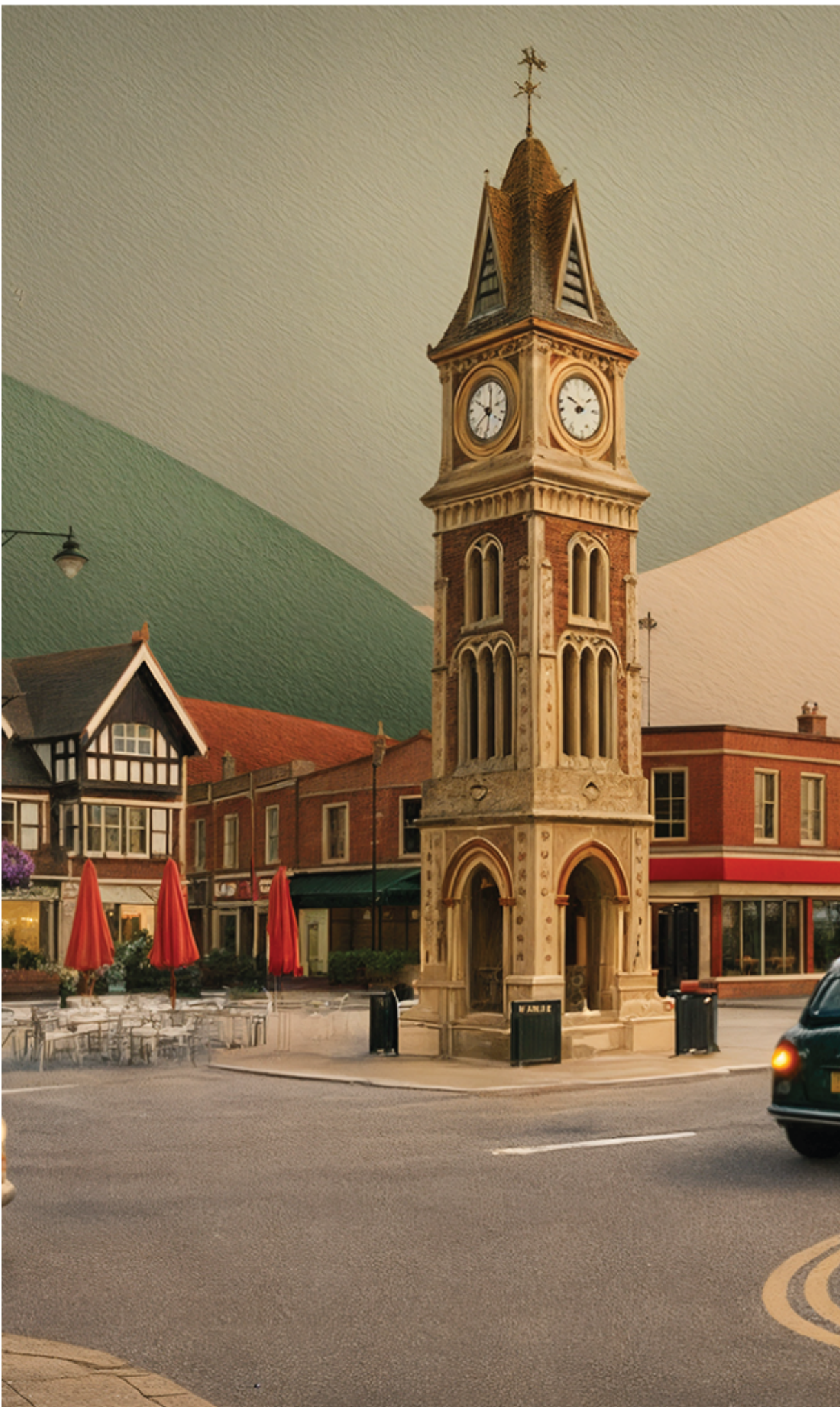


PLAY VIDEO

→ View full campaign film on Vimeo

Santa Always Arrives on Time!

This project explores how AI can be used to replicate real locations, transform them seasonally, and control motion and atmosphere blending slow everyday movement with festive details to capture the feeling of Christmas preparation in a familiar town. A visual experiment combining environment accuracy, cinematic pacing, and AI-driven storytelling. Newmarket, UK 🐎 – famous for horse racing and steeped in history. Explore its iconic racecourses, classic buildings, and heritage-filled streets.

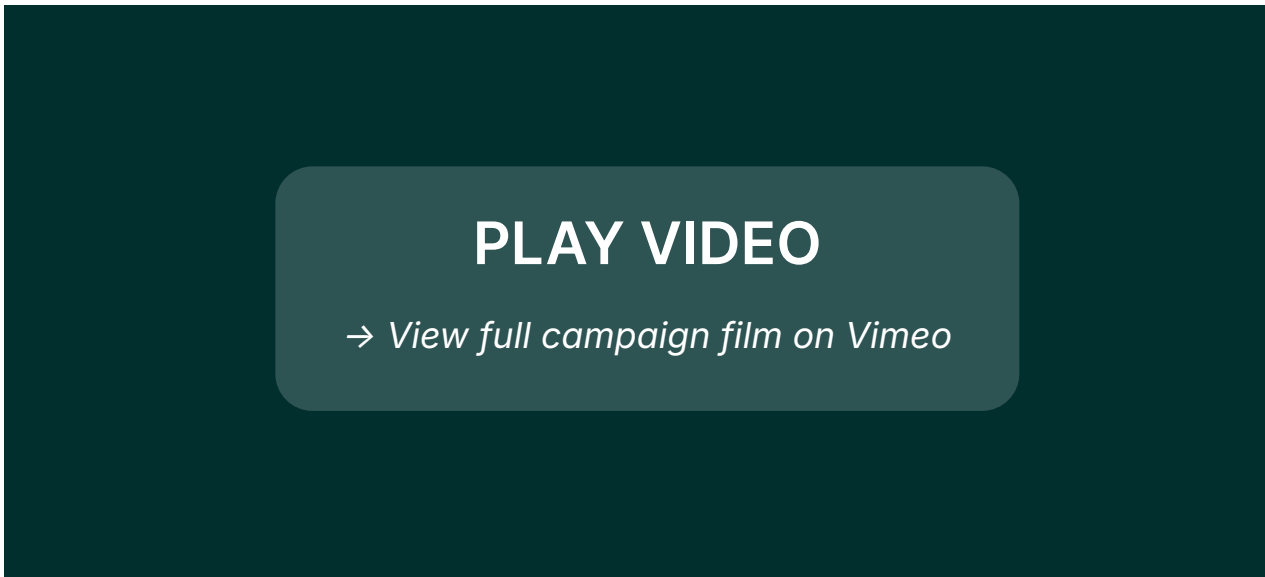
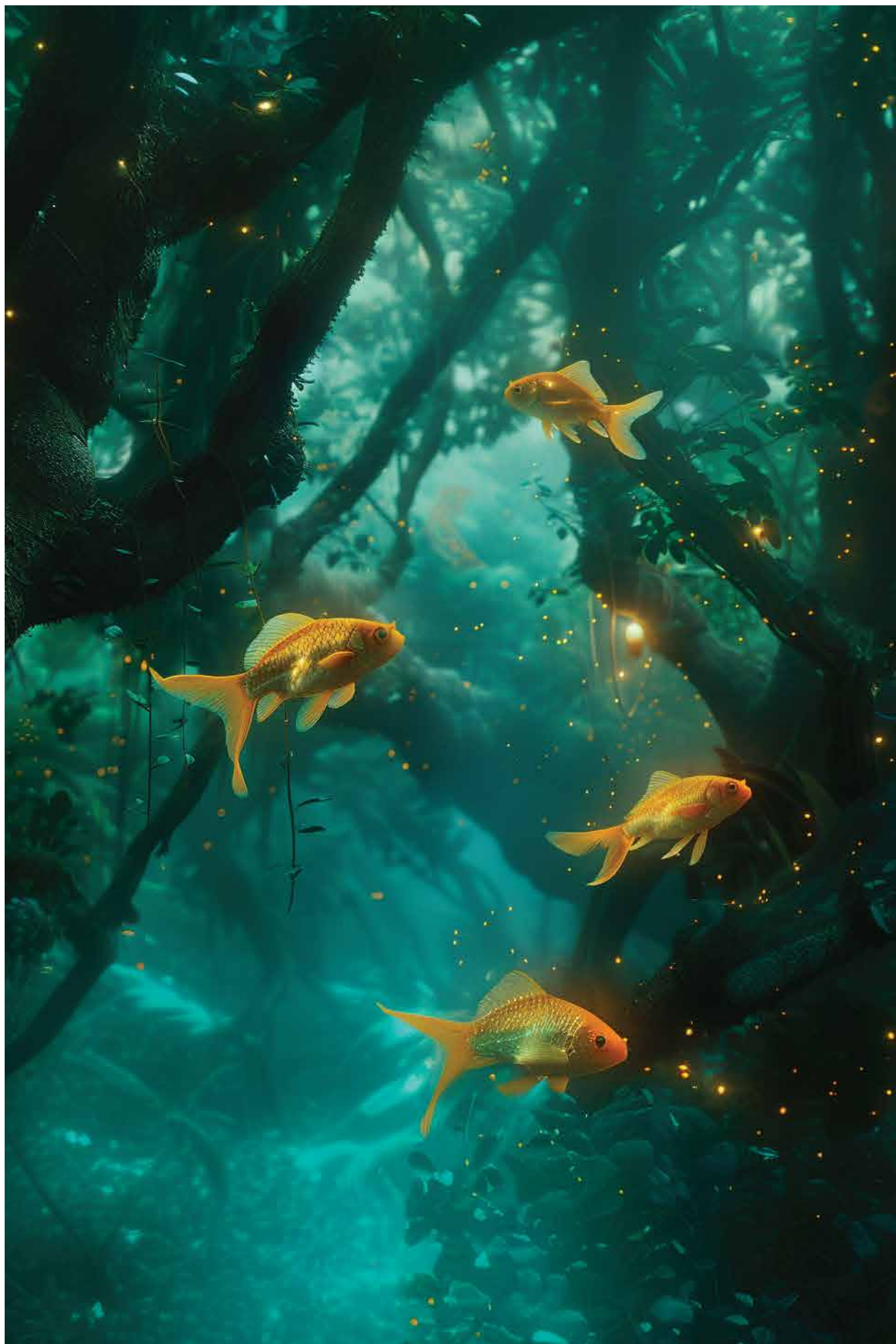


PLAY VIDEO

→ View full campaign film on Vimeo

The Whispering Island.

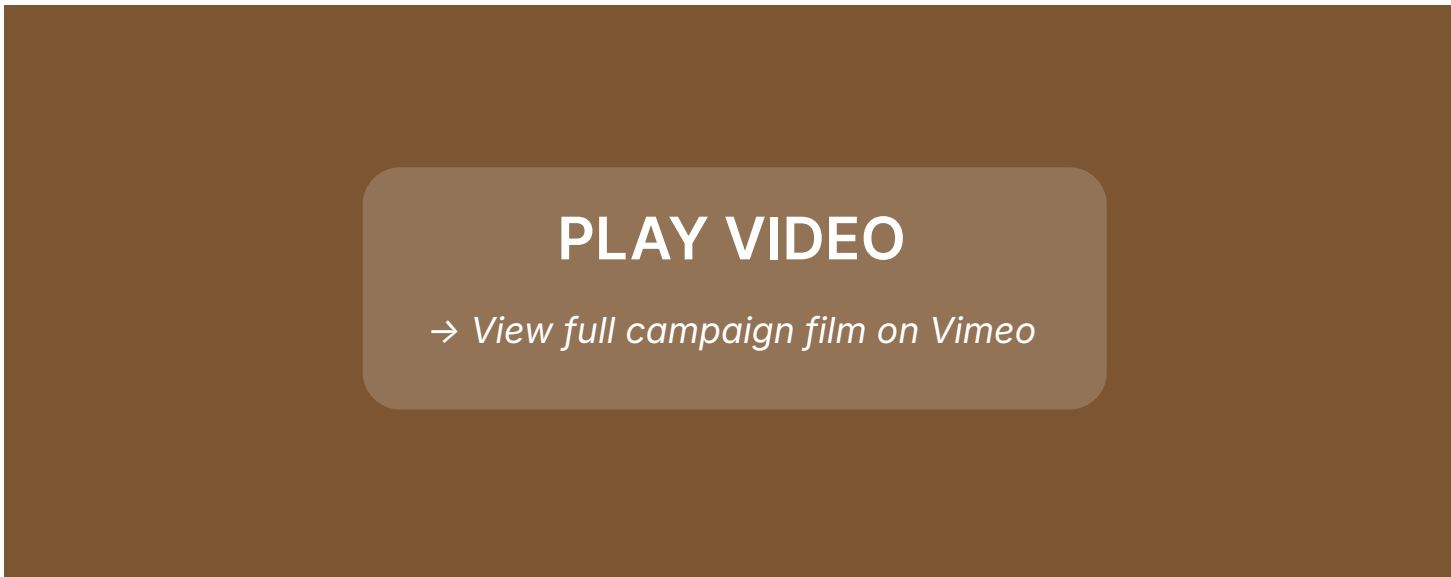
This AI-driven short film imagines a world where jellyfish drift through the canopy, octopuses rest on mossy branches, and glowing fish soar above the jungle floor. Blending nature with surrealism, this project uses AI to visualize a poetic, cinematic world one without rules, gravity, or logic. It's weird. It's beautiful. And it's just the beginning.



Blending luxury and innovation.

An AI-driven creative experiment reimagining the timeless elegance of BVLGARI. Exploring how technology can open new doors for storytelling in the world of luxury design.

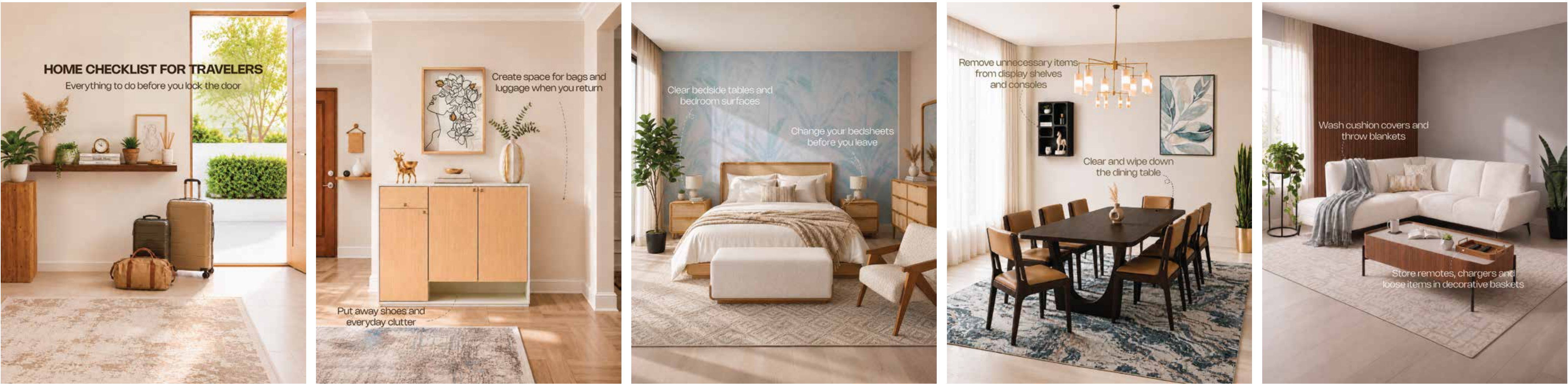
*All rights, trademarks, and brand identity belong to Bvlgari, this is purely a creative exploration.



Digital Campaigns & Social Content.

A selection of social-first campaign visuals combining AI-generated storytelling with real photography. Focused on creating engaging, high-end content tailored for hospitality and lifestyle brands.

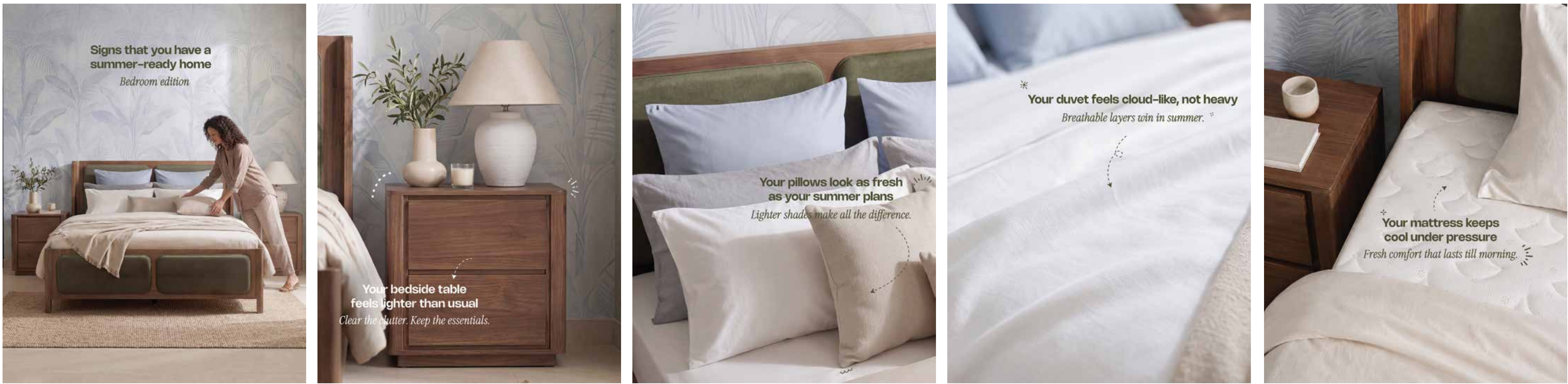
AI Posts - Homes R US



https://www.instagram.com/p/DalurVoiFR0/?hl=en&img_index=1



https://www.instagram.com/p/DZksESLjCZA/?hl=en&img_index=1



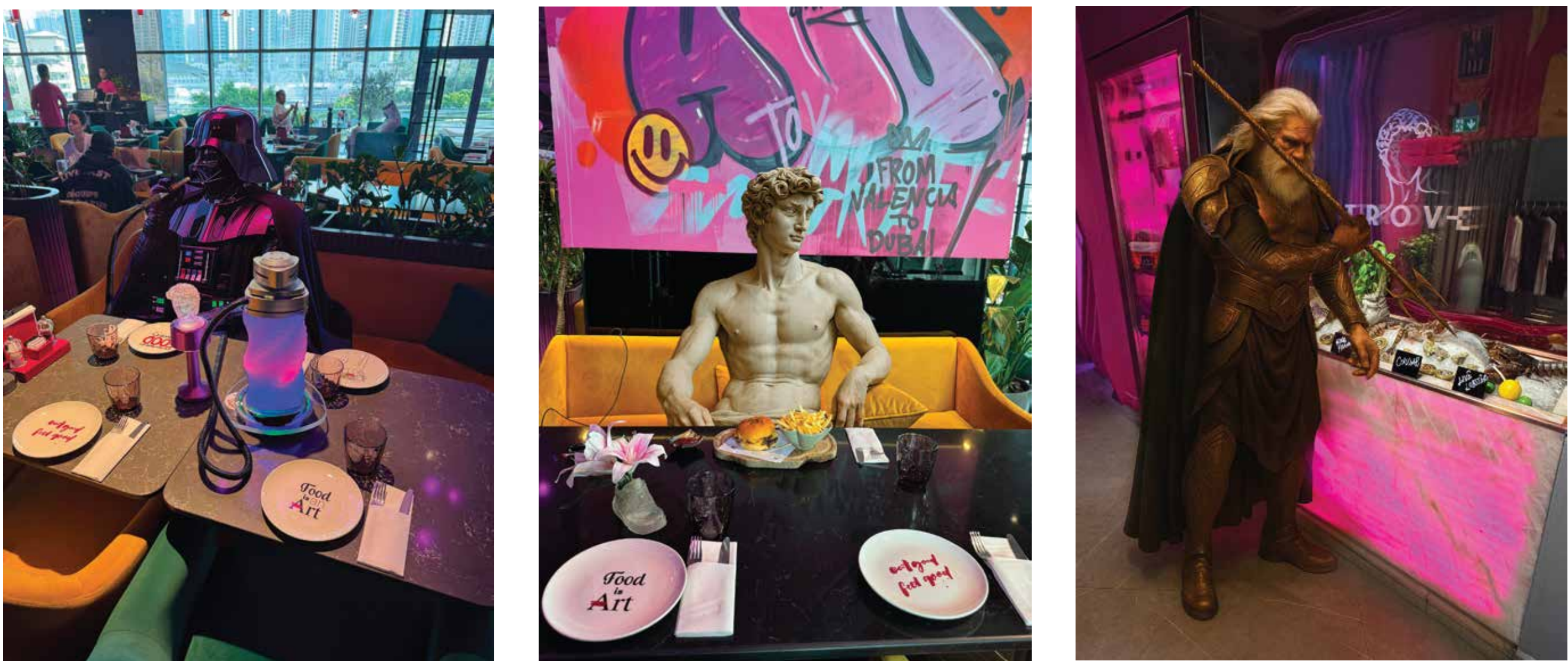
https://www.instagram.com/p/DZ2Fv04iLz3/?hl=en&img_index=1

Ai + Real Lifestyle Posts - Asteria



<https://www.instagram.com/p/DY4hsgcGez9/?hl=en>

Conceptual Visual Storytelling



Frame from a concept-led video integrating iconic characters into real dining environments, designed to create engaging, shareable brand content.

Catalogues.

A retail-driven catalogue system designed to present home interior collections in a clean, structured, and visually engaging way. The project focuses on layout clarity, product hierarchy, and consistency across multiple categories and formats. Developed as part of in-house design work, the catalogue supports large-scale retail communication across print and in-store touchpoints.

Retail Catalogue (B2C)

The retail catalogue focuses on visual storytelling and lifestyle presentation, showcasing products in curated environments to drive customer engagement and purchase intent.



B2B Catalogue (Milano)

The Milano catalogue is designed as a B2B communication tool, focusing on product clarity, specifications, and technical presentation. The layout emphasizes structured information hierarchy, allowing architects, contractors, and business clients to quickly understand product features and variations.



Catalogues.

A retail catalogue system developed for Danube Home, covering multiple product categories including home décor and appliances. The catalogues are designed to present products in a visually engaging and structured format, supporting customer engagement and in-store retail communication.

Home Décor Catalogue

The décor catalogue focuses on lifestyle-driven presentation, showcasing products such as furniture, chandeliers, and accessories within curated interior environments. The design emphasizes mood, styling, and aspirational living to enhance customer appeal and drive purchase intent.



Water Purifier Catalogue — Milano(B2C)

The Milano catalogue focuses on product-led presentation, highlighting appliances such as water purifiers with a balance of visual clarity and essential product information. The layout combines clean product imagery with structured content to communicate key features and specifications effectively.



Mamabella — Brand Application & Packaging System.

A brand application system developed across multiple packaging and customer touchpoints, including takeaway materials, print collateral, and in-store elements. The project focuses on maintaining visual consistency while adapting the identity across different formats and scales.

Brand Colors and Theme



Packaging System

Sugar Sachets



Pizza Boxes



Takeaway Bags



Brand Collaterals

Business Card



Bill Holder



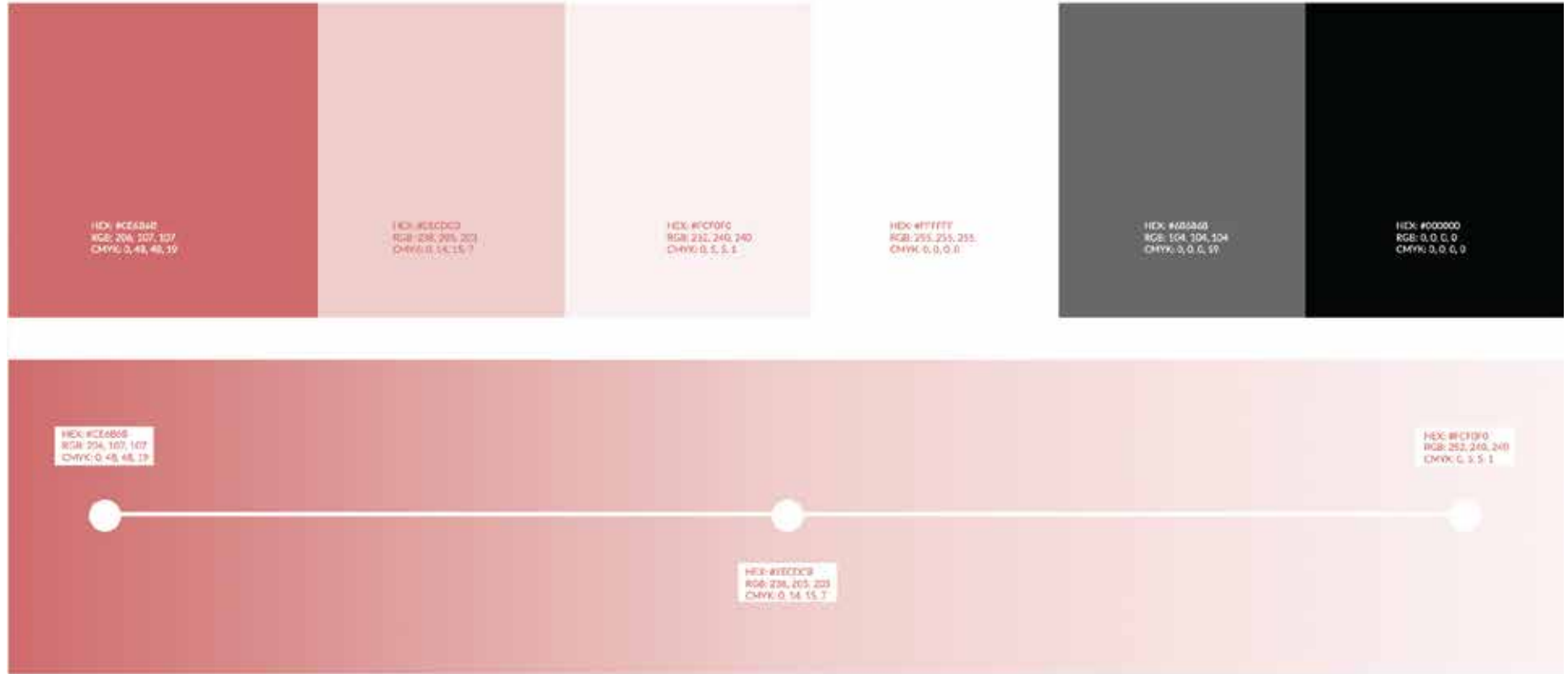
Apply silver foiling to the entire Mamabella Ristorante logo, including the tree emblem, the "MAMABELLA" text, and the word "RISTORANTE," as shown in the reference design.

The proposed bill holders feature a debossed Mamabella logo for a premium, long-lasting finish without ink or foil. We recommend using dark shades from the brand's colour palette, such as tan, as they are more resistant to stains and align with the brand's elegant and natural look.

RAM&ROLL — Brand Applications & Packaging.

A brand application system developed across multiple packaging and customer touchpoints, including takeaway materials, print collateral, and in-store elements. The project focuses on maintaining visual consistency while adapting the identity across different formats and scales.

Brand Colors and Theme



Packaging System

Sugar Sachets



Coasters



Minimalist wooden coasters with engraved R&d logo – no added color, preserving the natural texture of the wood for a refined, understated look.

Brand Collaterals

Business Card



The RAM&ROLL logo is finished with silver foiling and embossing for a premium look.

Bill Holder



A premium bill holder with a black wood-textured finish, designed for upscale dining. Engraved RAM&ROLL branding and subtle hospitality details create a clean, refined look, while the back pocket ensures practical use.

Restaurant Campaigns & Brand Communication.

A collection of campaign and brand communication work developed for hospitality and F&B brands, spanning outdoor advertising, print collateral, and promotional materials. Focused on creating visually strong, brand-led communication that enhances customer experience across physical and digital touchpoints.

A comprehensive brand and campaign design project developed for The Meat Co., focusing on creating a refined and immersive dining identity. The work spans brand development, print collateral, and campaign visuals, all designed to reflect a premium steakhouse experience through rich textures, lighting, and minimal typography.

THE
MEAT
CO. EST. 1976



COLOUR PALETTE

Colour is an integral part of brand identity. Consistent use of the colour palette with not only reinforce the cohesiveness of the brand, but colour also serves a psychological purpose by communicating a certain feeling to your audience. These colours are used to convey a luxury feeling which is also evident in the interior design of the restaurant.



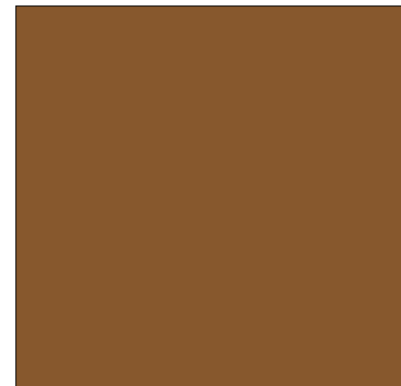
BLACK
CMYK: 0, 0, 0, 100
RGB: 00, 00, 00
PANTONE: Black 6



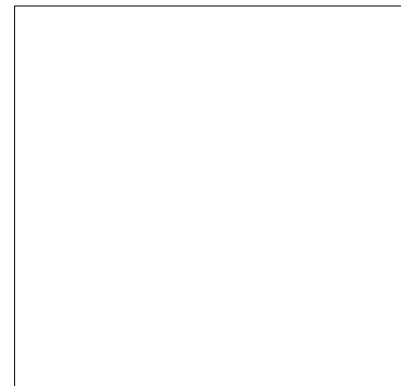
GREY
CMYK: 0, 0, 0, 85
RGB: 00, 00, 00
PANTONE: Cool Gray 11



STONE
CMYK: 35, 30, 30, 25
RGB: 00, 00, 00
PANTONE: 403



RUST
CMYK: 00, 00, 00, 00
RGB: 00, 00, 00
PANTONE: 464



BROKEN WHITE
Whether designing for print or digital format, always use an off-white paper.



Brand Experience • Campaign • Print • Environment.

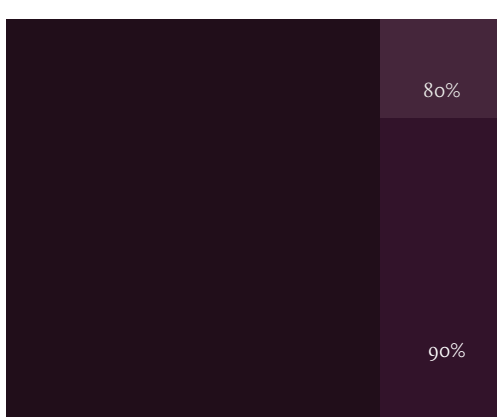
A collection of campaign and brand communication work developed for hospitality and F&B brands, spanning outdoor advertising, print collateral, and promotional materials. Focused on creating visually strong, brand-led communication that enhances customer experience across physical and digital touchpoints.

For Cullinan, I developed key design elements including custom food plates, a pergola, and bar setup, all aligned with the brand's architectural language. A sculptural bar tray was also designed to balance premium aesthetics with functional use.

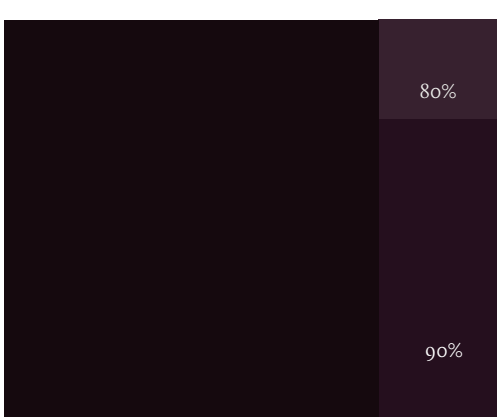


COLOUR PALETTE

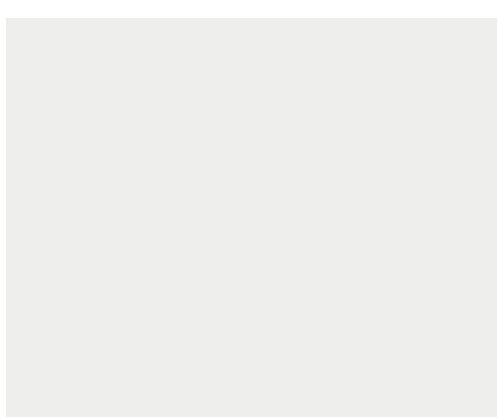
Colour plays an important role in identifying a brand, its products and services. The consistent and accurate use of these colours ensures that the brand remains recognisable and memorable.



Dubai
CMYK: 50, 85, 30, 88
RGB: 48, 00, 37
PANTONE: 5115



Eclipse
CMYK: 62, 84, 47, 92
RGB: 16, 00, 03
PANTONE:



Spirit
CMYK: 05, 03, 05, 00
RGB: 239, 240, 237
PANTONE: Cool Grey 1



Radiant
CMYK: 15, 11, 16, 00
RGB: 215, 214, 207
PANTONE: 7527



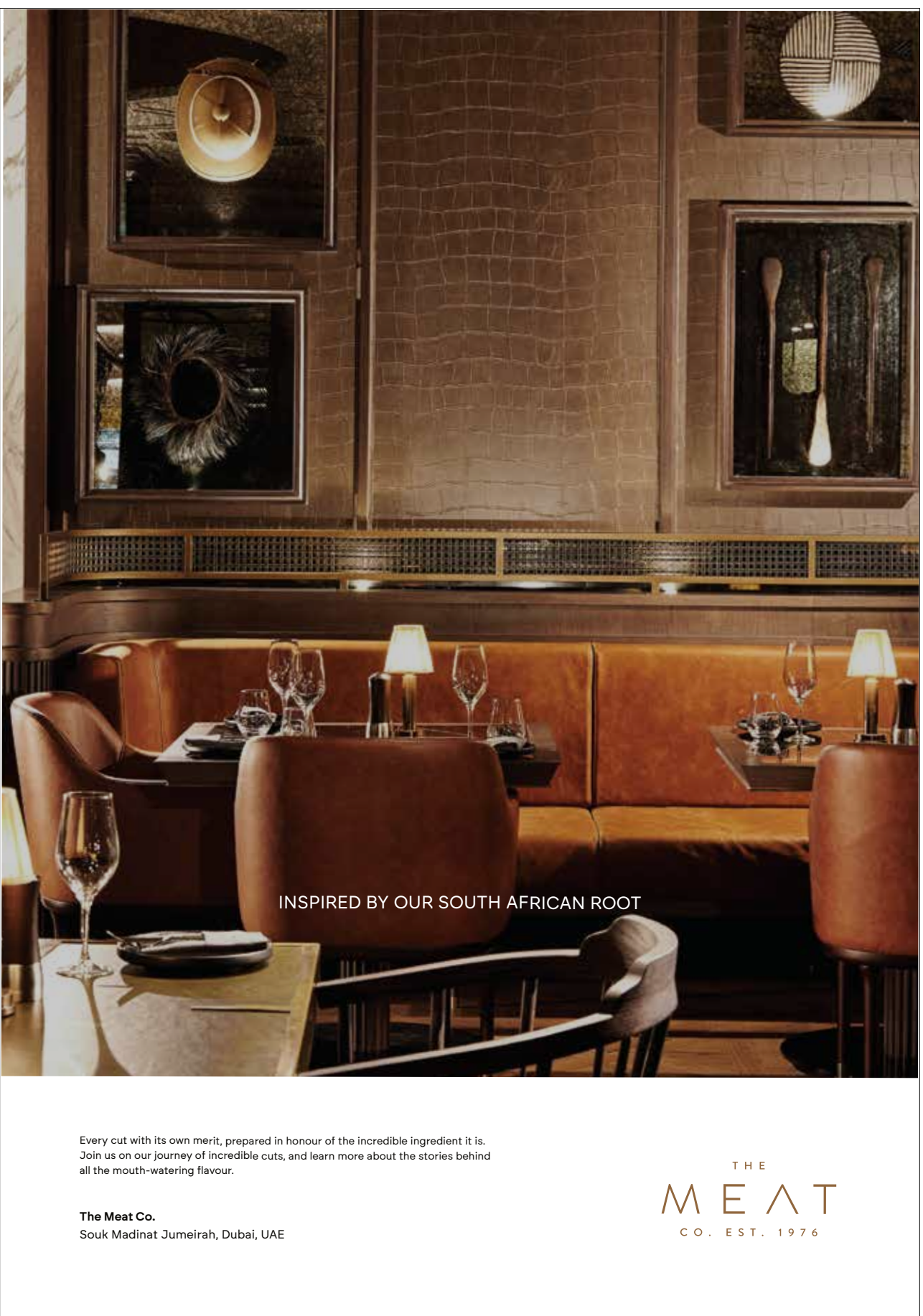
Digital Campaigns & Emailers.

A selection of digital campaign creatives and emailer designs crafted to drive engagement and conversions. Focused on creating polished, brand-led communication tailored for online promotions, customer journeys, and lifestyle-driven marketing.



Drink Campaign

Created social visuals combining AI compositions with real restaurant settings and food styling, balancing storytelling with realism and brand authenticity.



Editorial & Campaign Design

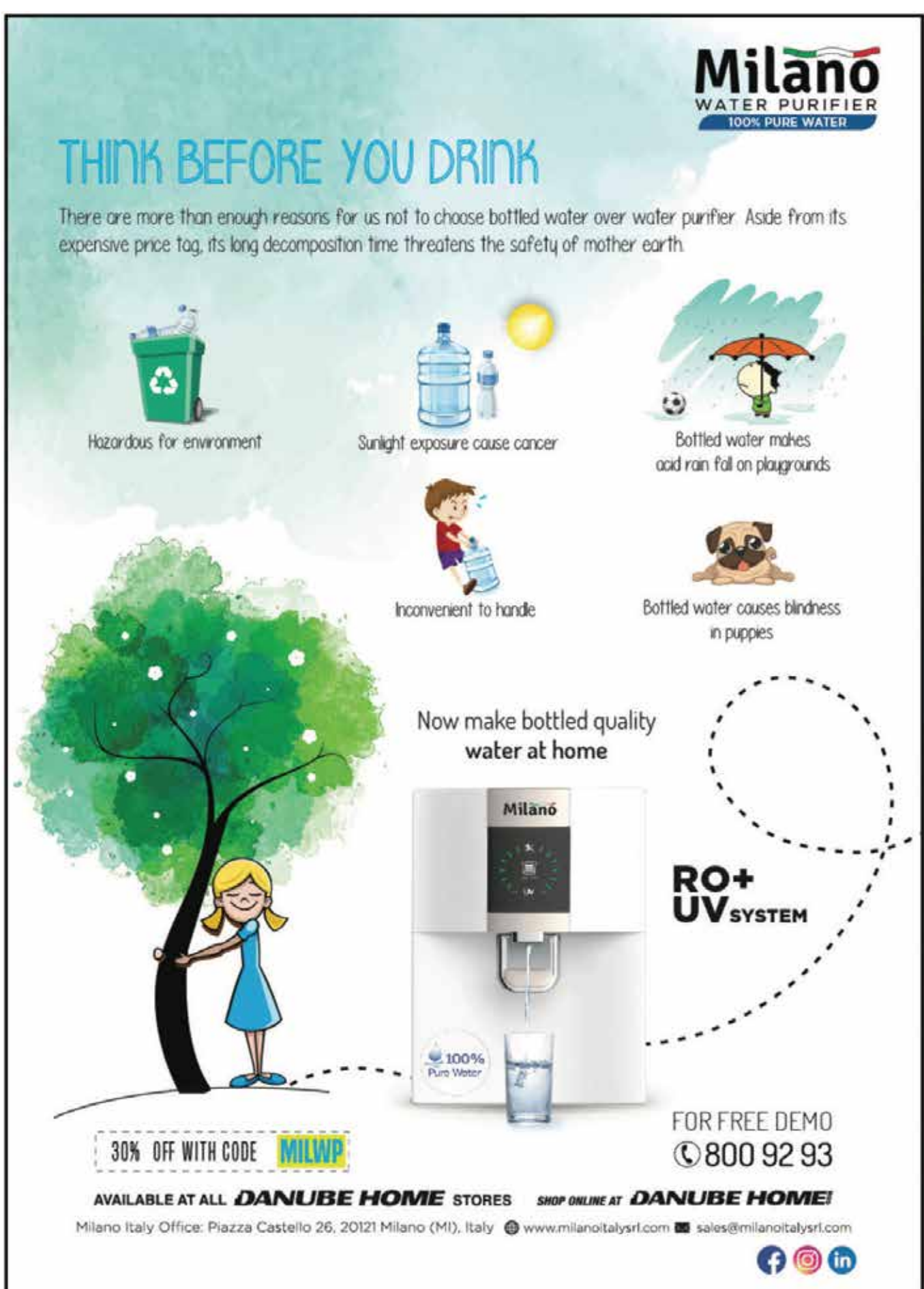
Designed a campaign-led print visual for The Meat Co., combining brand storytelling, editorial layout, and atmospheric imagery.

Newsletter / Editorial (Ristorante Loren)

Designed a refined digital newsletter for Loren, blending editorial layout, typography, and brand storytelling.



Created high-impact retail campaign visuals for Milano, combining bold typography, product-focused layouts, and clear consumer messaging.



Created luxury campaign visuals for Anantara, combining editorial composition, atmospheric imagery, and brand storytelling to communicate premium travel experiences.



Designed a multi-page editorial newsletter for Anantara, combining structured layouts, bilingual typography, and campaign content to communicate experiences in a refined, hospitality-focused format..

