









GhostAutonomyWebsite

Project Brief			
Timeline	Project Scope	Contributors	My Contributions
2021 - 2024	Branding Web Design	Chad Tafolla Camiel Flohr Kirill Sudosa Kyle Muhr	Brand Strategy Creative Direction Art Direction



# Appendix: Selected Projects | BRAND & MARKETING

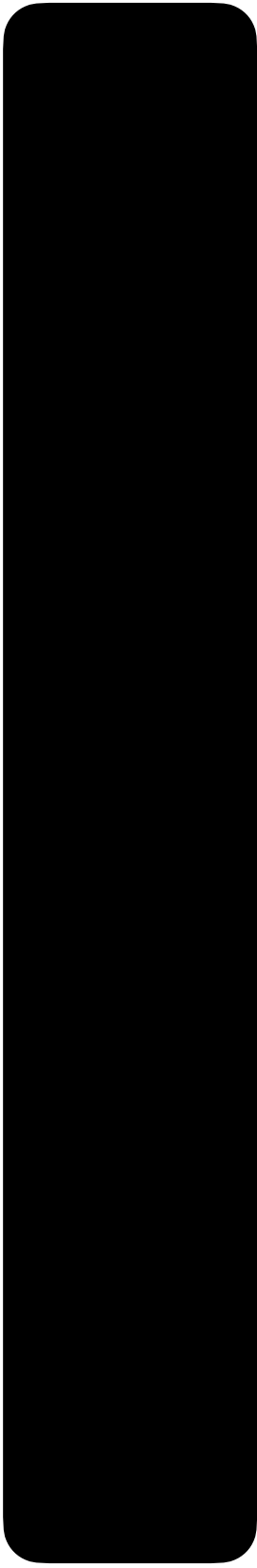
*Mario Delgado Elysian*  *m@mario.design*  *+1 415 683 6861*





 *Video, 388 Seconds*







# VISION & SOLUTION

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## Telling a story of an invisible product

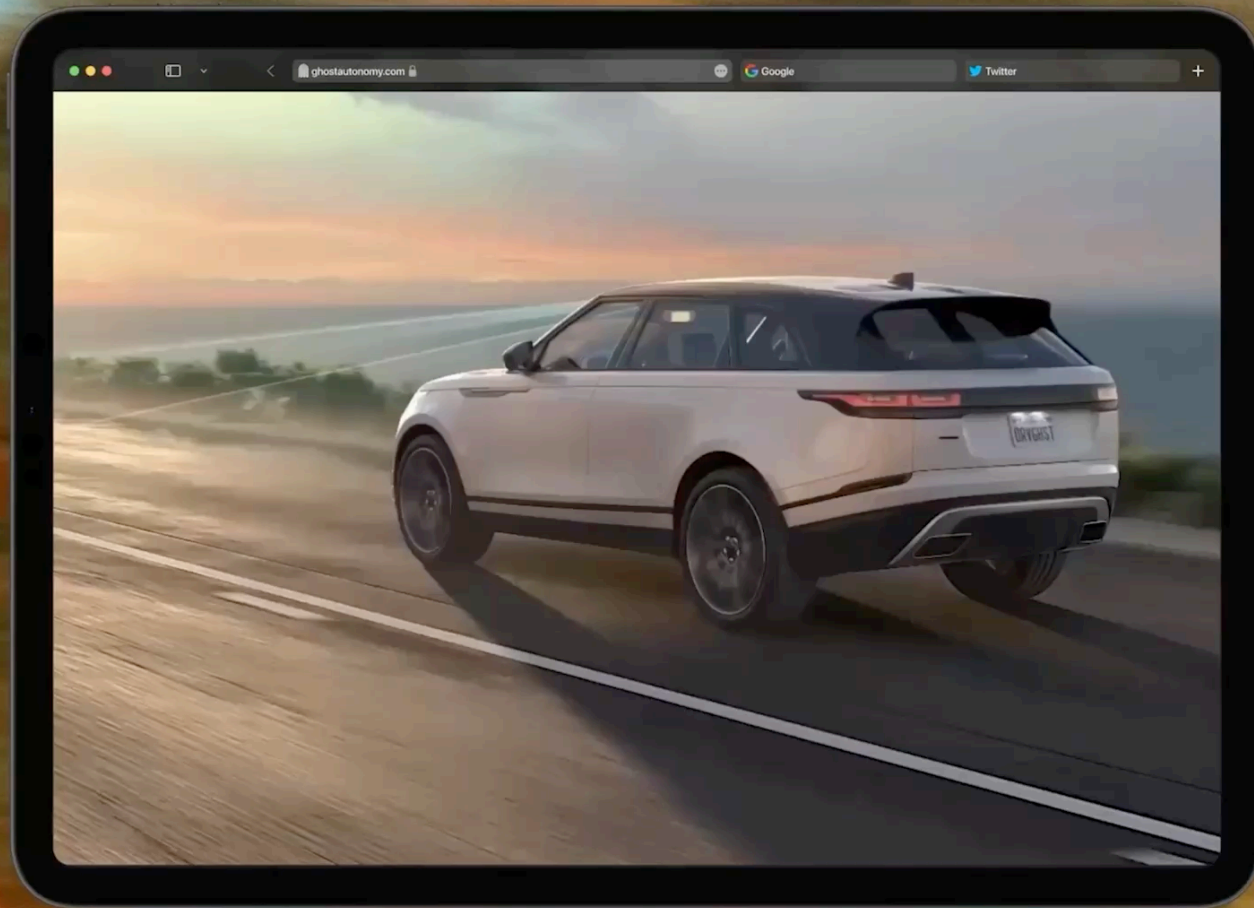
If a car with Ghost looks just like a car without Ghost, how do you show your competitive edge? How do you sell something you can't see? I led the Creative team at Ghost to think deeply about finding ways to show how Ghost is real through creative storytelling and use of 3D renders to make the invisible visible.

The website served as a first impression of Ghost and the company values. By setting a high visual and interaction quality bar, a positive first impression was made and set the tone for how quality is a key driver of trust in our product.









# Ghost Autonomy Website

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## Ghost Public Homepage

 Video, 38 Seconds




THANK  
YOU!

*For more information or to discuss in-depth  
case studies of my work, feel free to reach out:*

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