



GhostAutonomyWebsite

PROJECT BRIEF

TIMELINE

2021 - 2024

PROJECT SCOPE

Branding

Web Design

CONTRIBUTORS

Chad Tafolla

Camiel Flohr

Kirill Sudosa

Kyle Muhr

MY CONTRIBUTIONS

Brand Strategy

Creative Direction

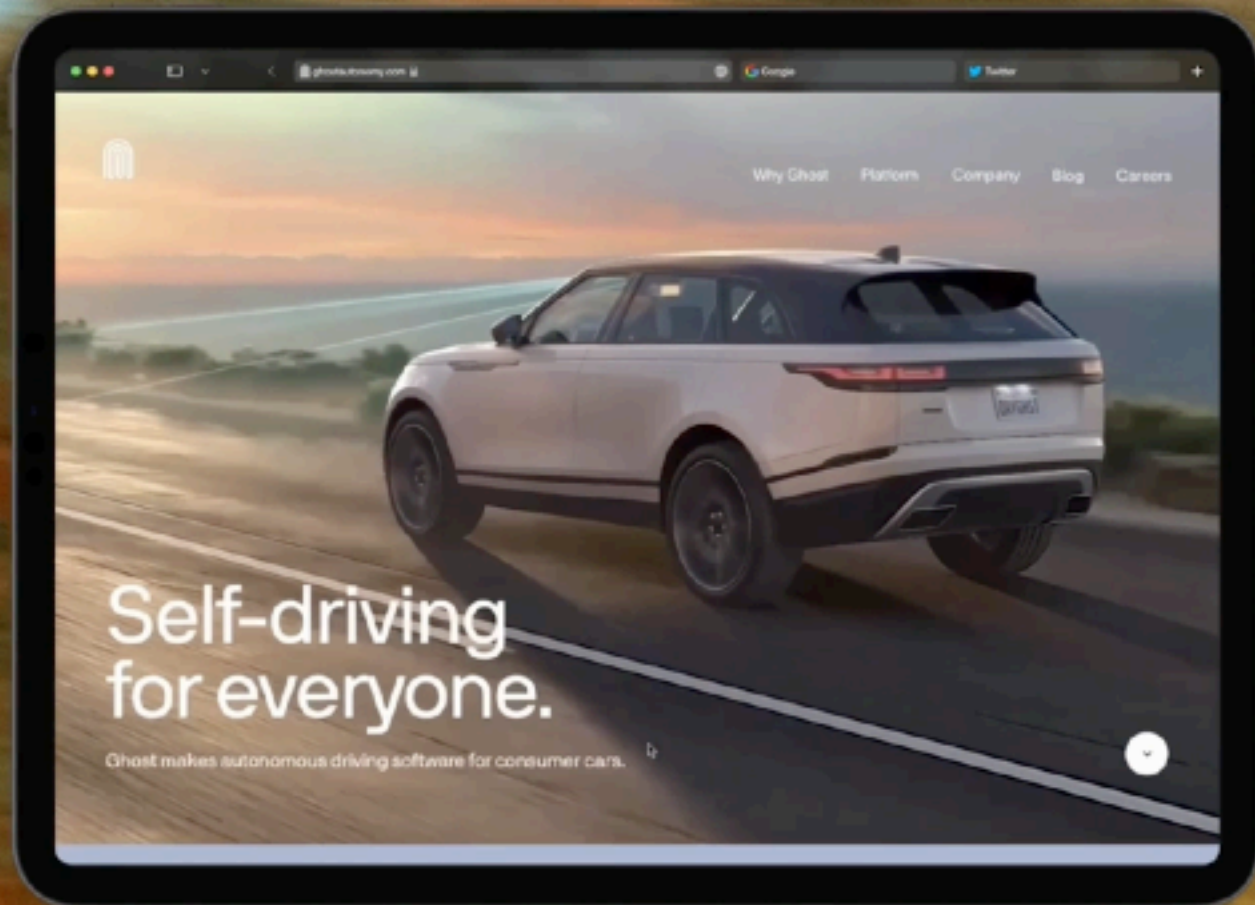
Art Direction

Video Production



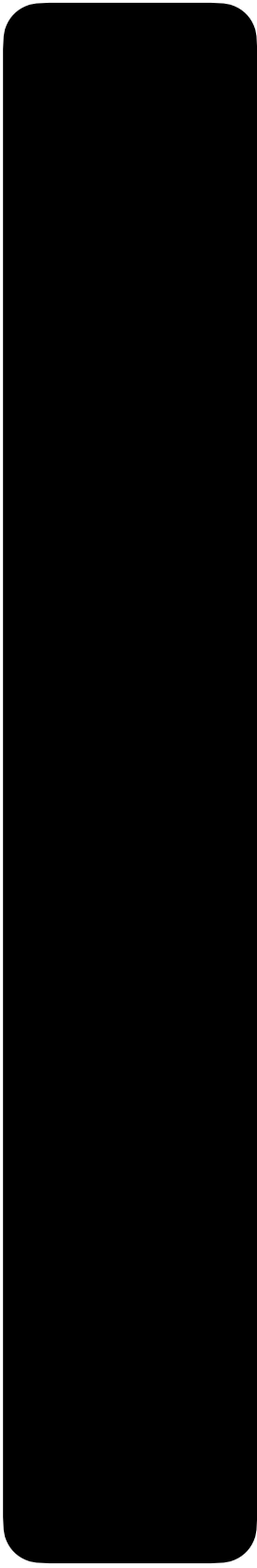
Project Highlights | BRAND & MARKETING

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



 *Video, 388 Seconds*







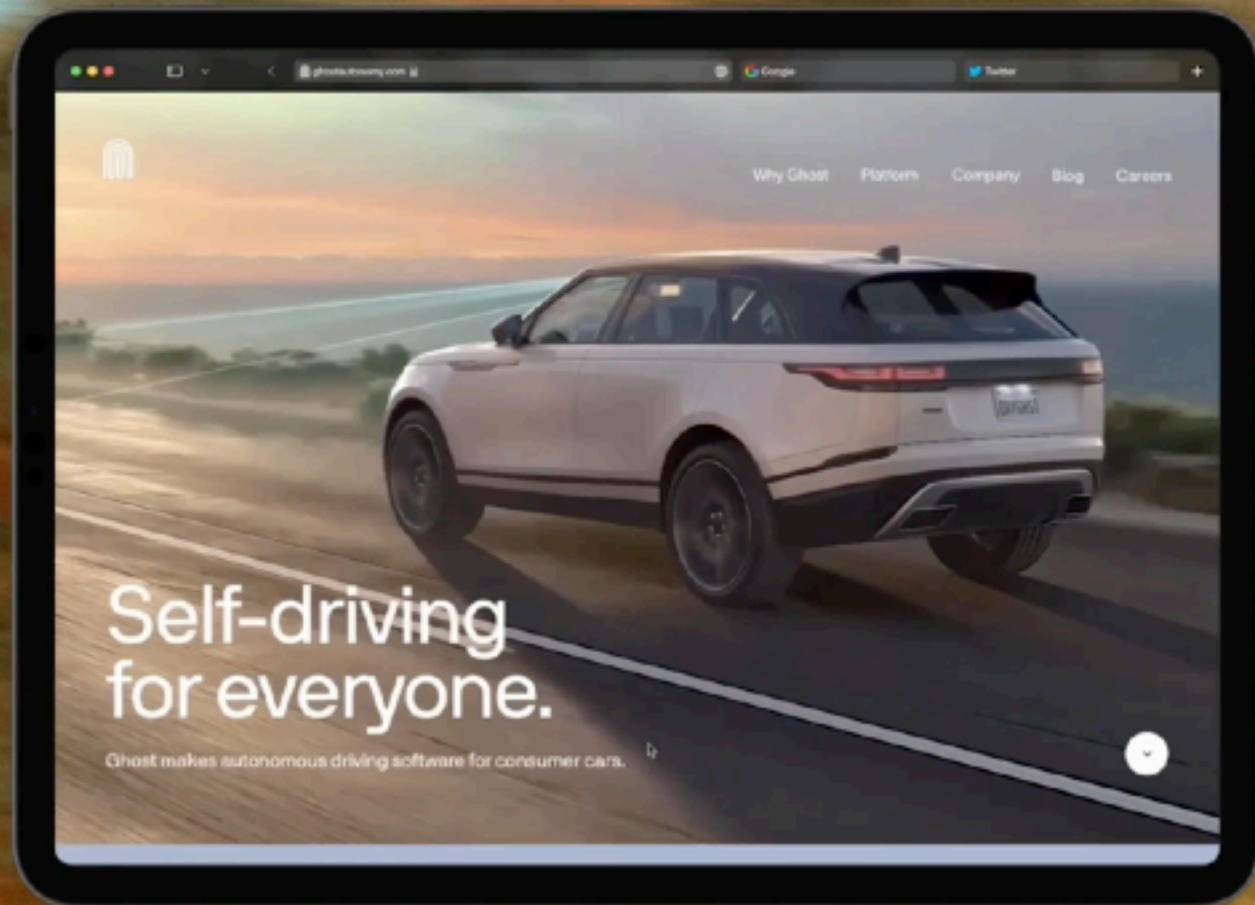


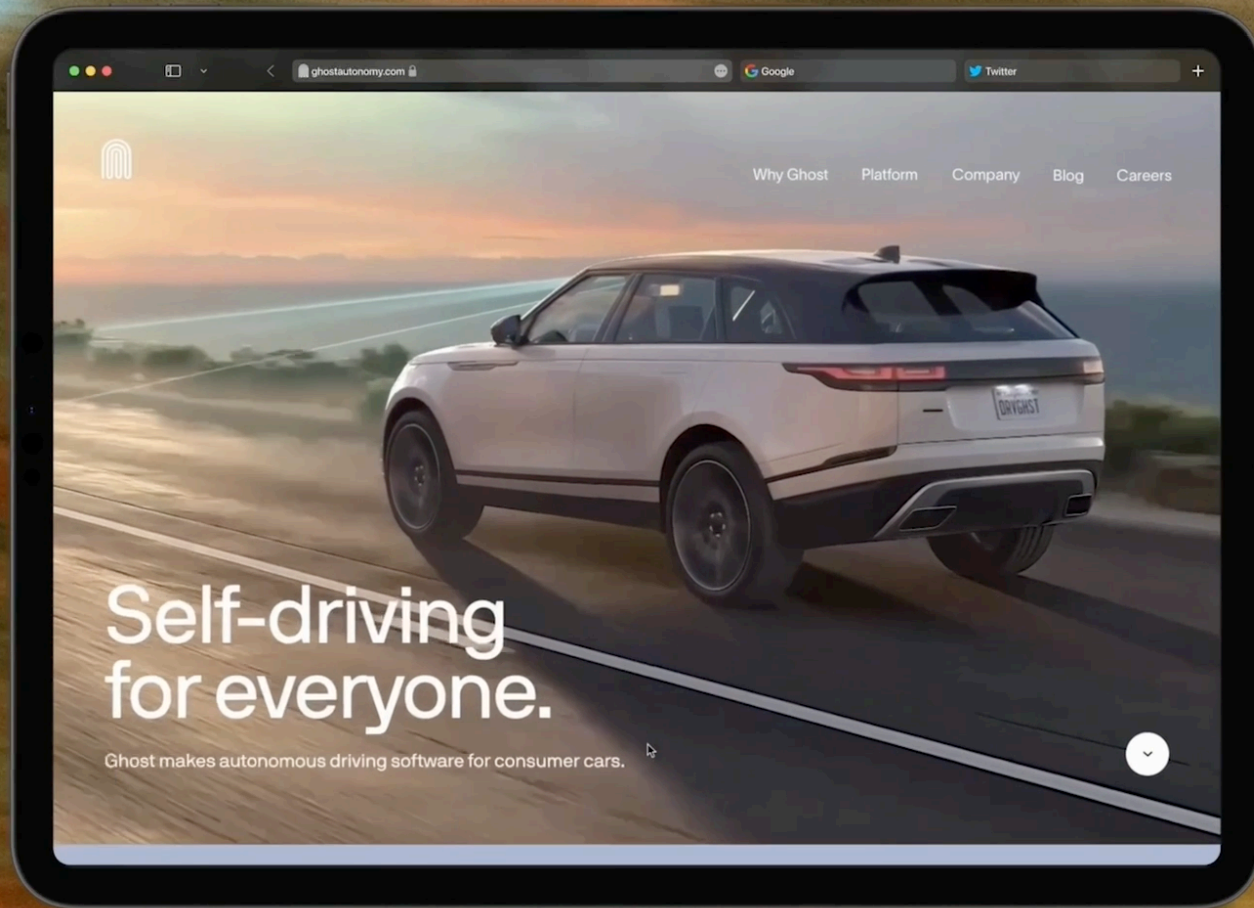
VISION & SOLUTION

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.





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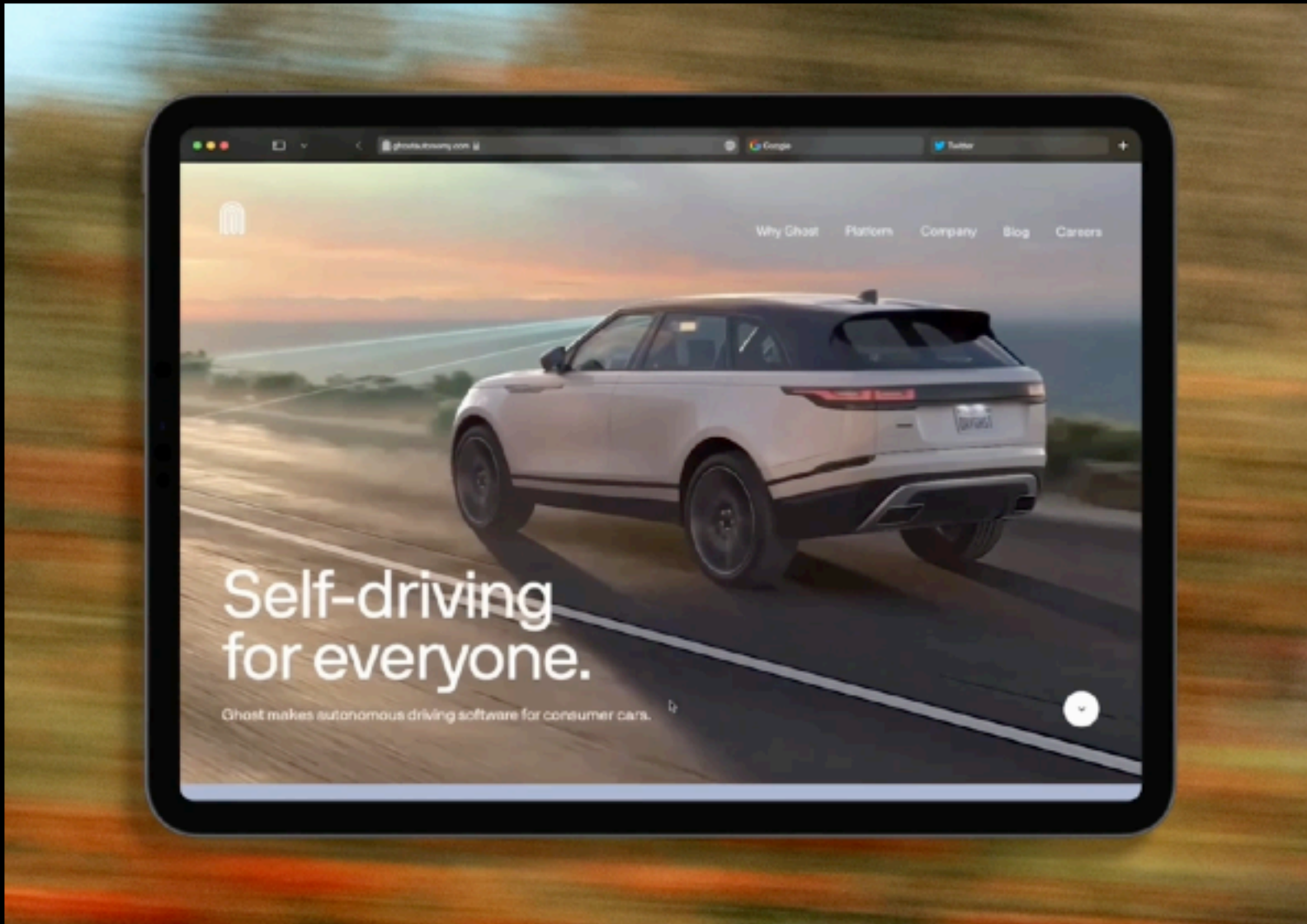
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Ghost Public Homepage

 Video, 38 Seconds



Appendix

Deep Dive Case Studies

- *Background & Introduction of Ghost*
- *GhostOS HMI*
- *GhostOS FlowDrive*