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# PROJECT BRIEF

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TIMELINE	PROJECT SCOPE	CONTRIBUTORS	MY CONTRIBUTIONS
2021 - 2022	Sound Design	Basheer Tome	Product Ownership API Design User Research Product Design Technology Invention



Appendix: Selected Projects

| Ghost OS | AUDIO DESIGN & CHOREOGRAPHY

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# VISION & SOLUTION

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**Take advantage of people's senses in order to intelligently direct their attention in critical moments**

Ghost thinks, operates, & lives spatially and so should its audio. On principle then, Ghost audio is diegetic — **spatial surround sound that always has an identifiable source in the world**. It also is a way to more directly differentiate important sonic moments from the music, podcasts, & entertainment sharing the same sound system. R&D work leveraging spatial data from the Ghost Real-Time Perception System to render 3D audio cues in a vehicle, **adding an additional level of realism and immersion to the driving experience**.







# Spatial Audio Alerts

## VISION & SOLUTION

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### *Spatial Audio Demo*

  *Video with Sound, 15 seconds*



# Ghost Autonomy Website

## 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.

## 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



## Ghost Public Homepage

▶ Video, 38 Seconds

