Spatial Audio Alerts

PROJECT BRIEF

TIMELINE

2021 - 2022

PROJECT SCOPE

Sound Design

CONTRIBUTORS

Basheer Tome
Jerremy Laessler

MY CONTRIBUTIONS

Creative Direction
Sound Design
User Research

Bootup Welcome Audio
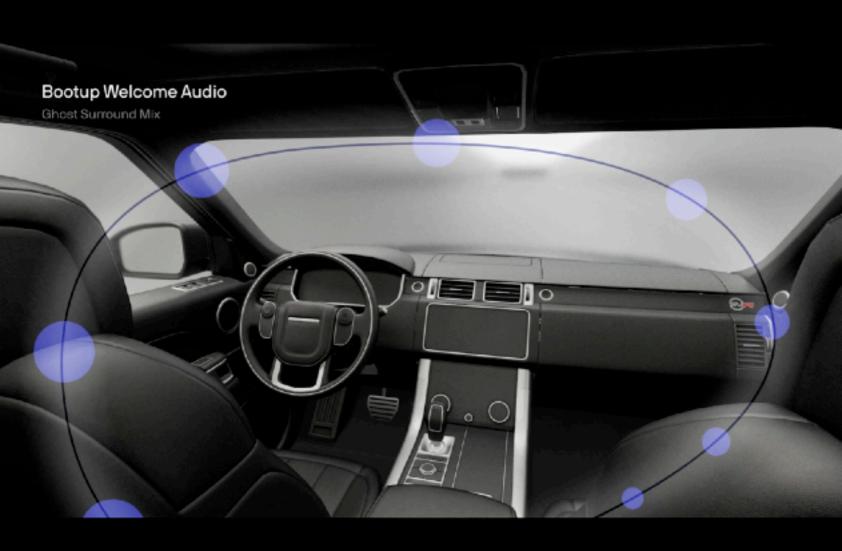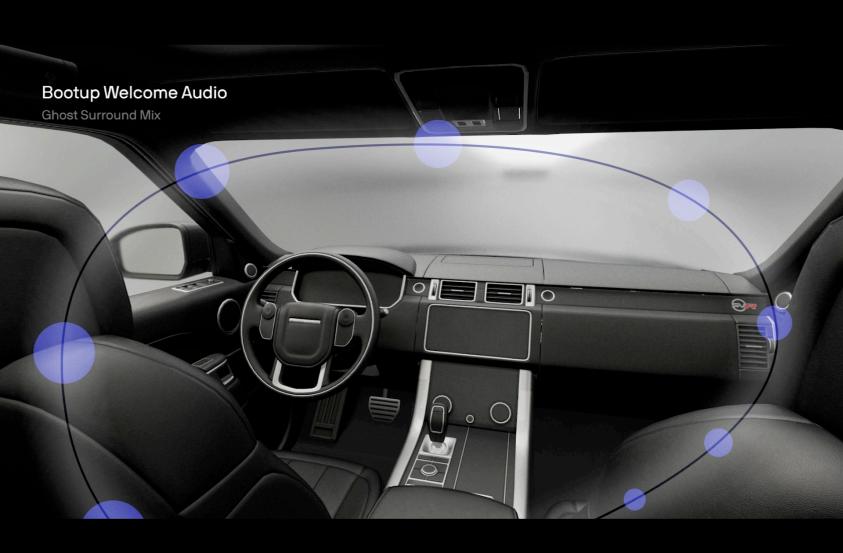Ghost Surround Mix

VISION & SOLUTION

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.**

Bootup Welcome Audio
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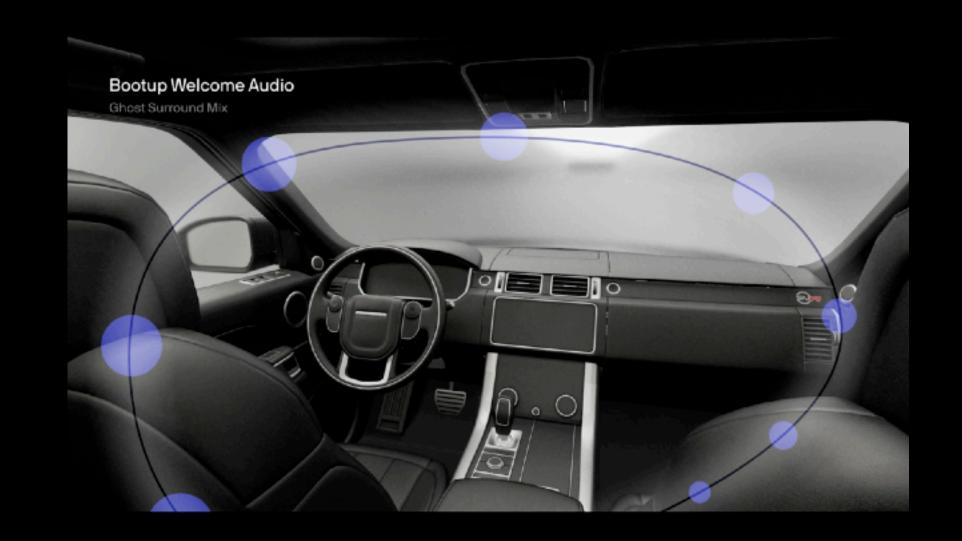| TIMELINE	PROJECT SCOPE	CONTRIBUTORS	MY CONTRIBUTIONS
2021 - 2022	Sound Design	Basheer Tome Jerremy Laessler	Creative Direction Sound Design User Research

Spatial Audio Demo

▶ 🔊 *Video with Sound, 15 seconds*

Bootup Welcome Audio
Ghost Surround Mix

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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 Video Production

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Ghost Public Homepage

▶ *Video, 38 Seconds*

Self-driving
for everyone.

Ghost makes autonomous driving software for consumer cars.