

CREATIVE DIRECTION

DGX Spark / 25

Bring DGX Spark into view: the hardware, the people using it, and the launch.

MY ROLE

Creative Direction / RTX PRO & DGX Spark

DELIVERABLES

Product imagery · Portraits · Launch assets

YEAR

2025



CONTEXT

DGX Spark is the world’s smallest AI supercomputer, empowering millions of researchers, data scientists, robotics developers and students to ignite individual innovation and AI at the edge with 1 PFLOP of NVFP4 AI compute performance.

AI has transformed every layer of the computing stack. It stands to reason a new class of computers would emerge - designed for AI-native developers and to run AI-native applications. With these new DGX personal AI computers, AI can span from cloud services to desktop and edge applications.

At the heart of DGX Spark is the NVIDIA GB10 Grace Blackwell Superchip, optimized for a desktop form factor. GB10 features a powerful NVIDIA Blackwell GPU with fifth-generation Tensor Cores and FP4 support, delivering up to 1,000 trillion operations per second of AI compute for fine-tuning and inference.

EVENT RESULTS · FIRST 7 DAYS

43 million keynote views, 58.000+ global PR articles, 216.5K registrants, 61.9K attendees, 2 Million unique web visitors, campaign CTR 41.3%, positive sentiment +14%, 23.1M impressions + partner ecosystem launch with ASUS, Dell, Gigabyte, Lenovo, HP, MSI

These figures describe the event or launch as a whole, not this creative contribution alone. Source: reporting retained on the project page.

IN THIS PROJECT

Product imagery · Launch context · AI on the desktop · Inside GB10 · Film · Photography