

CREATIVE DIRECTION

GeForce / 26

Campaigns, keynote visuals, and a live festival for GeForce.

MY ROLE

Creative Direction / RTX & GeForce

DELIVERABLES

Campaign films & imagery · Keynote visuals · Festival creative

YEAR

2025-2026



EVENT RESULTS · FIRST 7 DAYS

39 Million keynote views, 292,000 GTC registrants, 35,000 in-person attendees, 44000+ global PR articles, 542 PSG Partners Activated, over 2,100 web pages launched globally driving 3X traffic to nvidia.com.

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

Campaign & games · On stage · GeForce Gamer Festival