

CREATIVE DIRECTION

AI Conference GTC / 21

Build visual stories for GTC 2021, from Toy Jensen to climate science and Project Tokkio.

MY ROLE

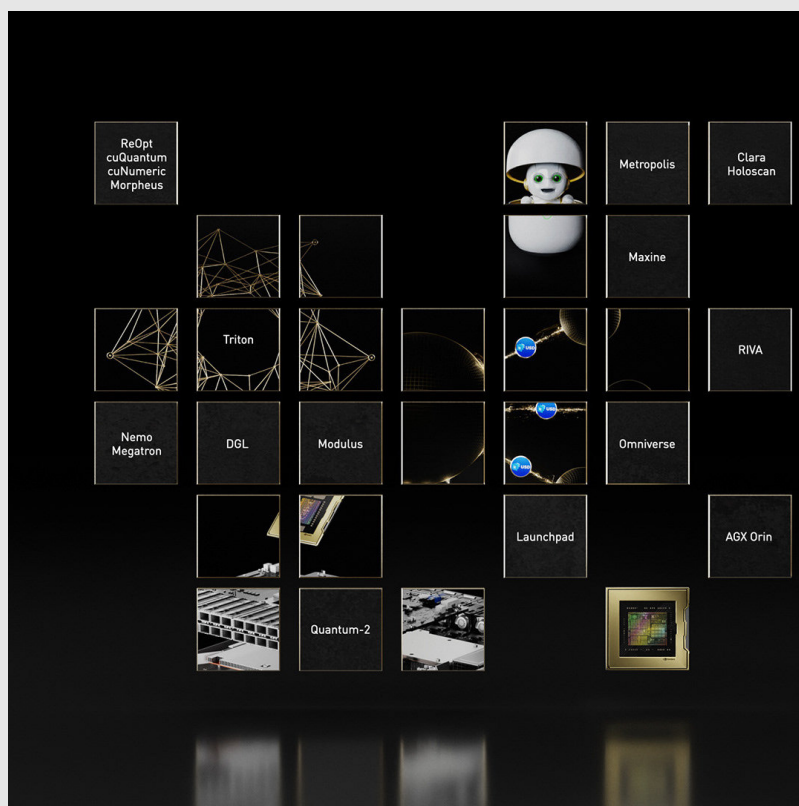
Creative Direction • 3D
Sketching • Design

DELIVERABLES

Keynote visuals • 3D sketches
• Look development

YEAR

2021



EVENT RESULTS • FIRST 7 DAYS

273,000 GTC registrants, 90,000 attendees, 3,500+ global PR articles and 22.7 Million keynote views. Twitter Live Event for GTC Fall had a 152% increase in views vs. GTC Spring (14.6M vs. 5.7M)

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

Keynote imagery • GTC context • Avatars & Toy Jensen • Climate science • ReOpt • Project Tokkio