

2025-2026
AI Visuals
Portfolio

PORTFOLIO.

Hyperrealistic AI visuals, from scratch. Characters, locations, branded items & full campaigns.
Outdoor | Cycling | Hospitality | Tourism

Carolina Diana Rossi

hello@cadiro.studio

www.cadiro.studio

TABLE OF CONTENTS

- INTRODUCTION
- ABOUT ME
- SKILLS & TOOLS
- MY WORK
- PROJECTS
- THANK YOU



All the images of this portfolio presentation are 100% created by me and AI.

INTRODUCTION

This portfolio showcases a selection of personal AI visual projects across hospitality, cycling, and fashion. Characters are created and kept consistent across shots, locations are designed, branded items are placed with precision, and art direction is controlled from start to finish.



HELLO, I'M CARO ROSSI

UX Researcher at Kaufland e-commerce, with a deep passion for design and visual communication. Next to my job, I work as a freelance graphic designer, building brand identities and campaigns mainly in the outdoor, cycling, and hospitality space. Over the past year I went deep into AI image generation, completing a Master's in Generative AI for Creativity. My focus: hyperrealistic visuals and branded product work, built entirely from zero.





SKILLS & TOOLS

Design

Adobe Illustrator · Photoshop · InDesign · CapCut

AI Image & Video

Higgsfield · Luma · ComfyUI · Adobe Firefly · Figma Weave |
Various Models e.g. NanoBanana, Seedance, Kling, Flux, Midjourney

Expertise

Character creation · Location design · Branded item
reproduction · Character consistency · Art direction ·
Campaign production

MY WORK

I blend various AI tools and steps to achieve the most realistic-looking results. I use LLMs to guide the prompt creation system, and select tools based on the specific needs of each project.



Product Replacement

Products, also branded, are exchanged in existing images while maintaining or enhancing full scene consistency.

Full World Building

Complete scenes are created from scratch: character, location, lighting, art direction, branded items – all built and kept consistent across multiple shots.

Character/Model Creation

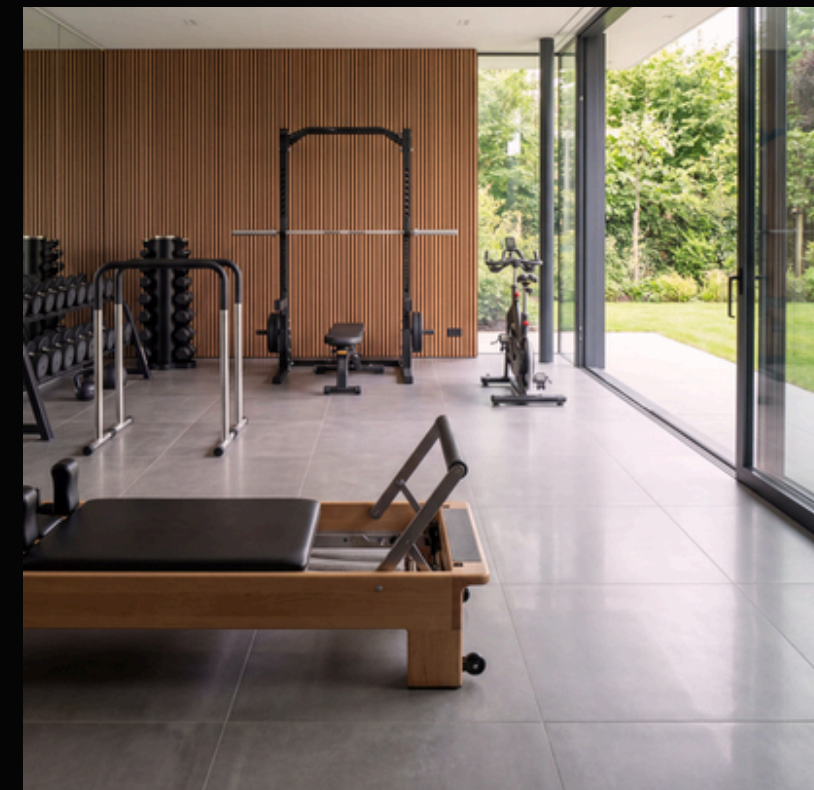
I create custom human models in all their versions, which then can be used for consistent shootings.

Video creation

Using the generated images and shots, I create animations of the shootings.



PRODUCT REPLACEMENT



Products are not only placed in the scene, but embedded with direction. Even static items can be made more realistic, with shadows, steam, reflections, and detailed logo reproduction.

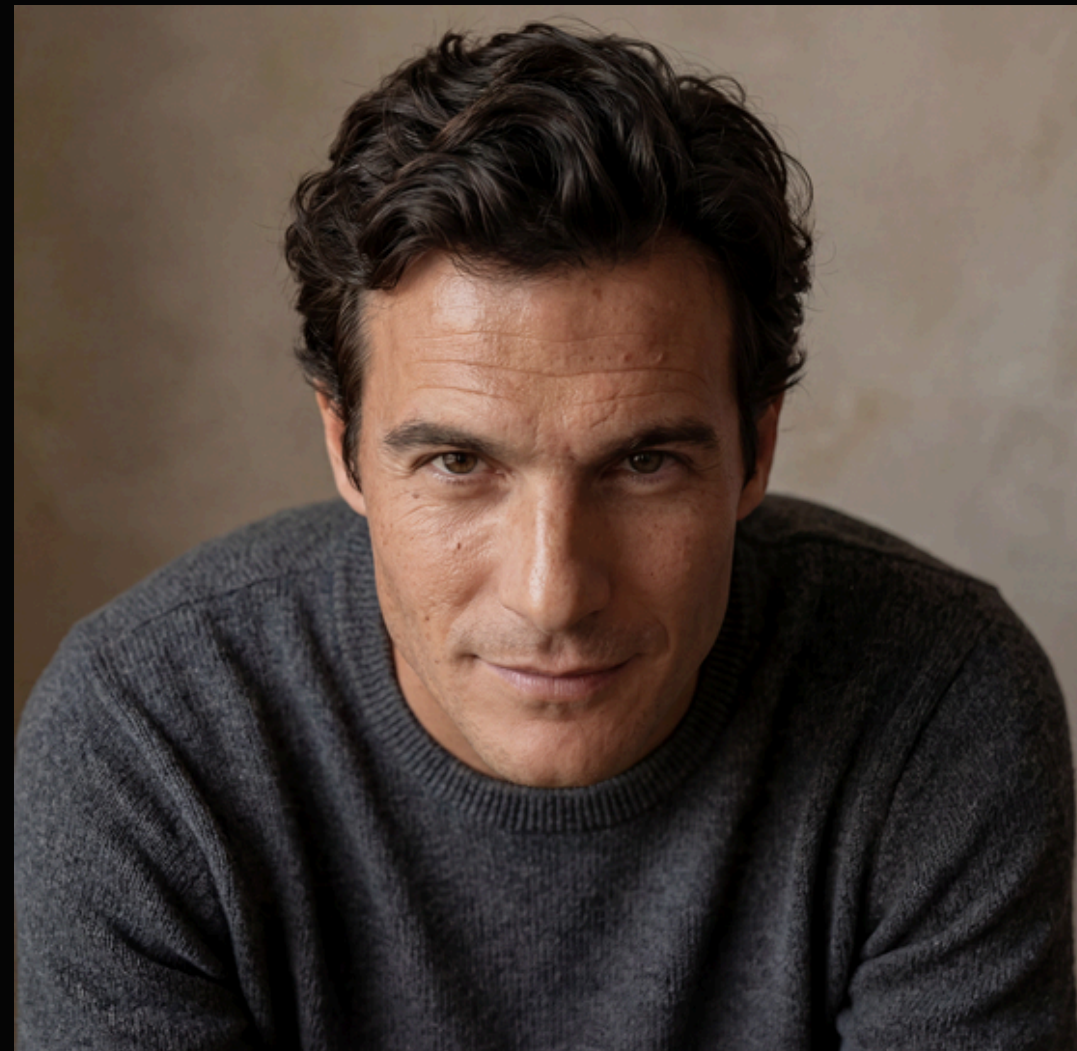
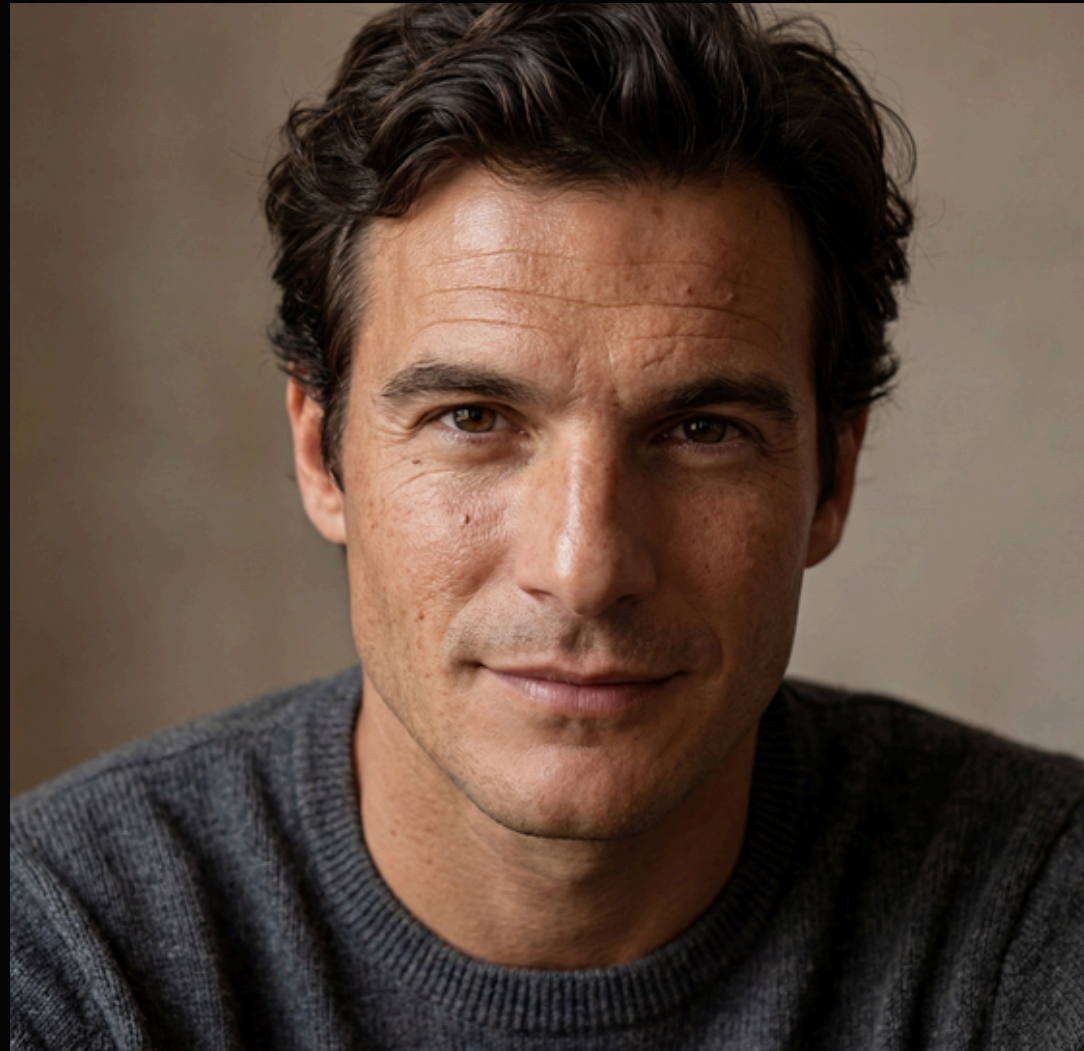
Branded Items in image: Nespresso CitiZ by DeLonghi, Tapis roulant Taurus Run X Curvo



LOCATION CREATION



Locations are built from scratch or with the use of real-world references, sourcing actual products, furniture, and props from e-commerce or brand assets to ground the scene in reality. Characters are then placed into these environments with matching light, shadow, and perspective. The result is a location that feels lived-in and believable.



CHARACTER CREATION



I design each model from scratch, defining facial structure, skin texture, age, expression, and personality before a single campaign shot is taken. Skin detail is a particular focus: pores, sebum, micro-imperfections, sweat, and light interaction are all considered. The result holds up even at extreme close-up: no softening, no smoothing, no hiding behind shallow depth of field.

PROJECTS

Everything here started as a question: can AI actually do this?

The answer, most of the time, was yes: with the right tools, the right workflow, and a lot of attention to detail. These are the results.



1 - HOTEL SHOOTING



A full hospitality campaign shot entirely in AI. Real props sourced from e-commerce were referenced to build believable scenes. Full consistency across all angles and lighting setups.

Branded Items in image: Saint Barth Bag, San Pellegrino Bottle, Teak Loungers from e-commerce brand



A black & white cycling editorial with branded product placement. The Keego bottle and Ryzon jersey are placed into multiple action shots with a consistent character - built, not photographed.

Branded Items in image: Keego Bottle, Ryzon Jersey, POC helmet, Wilier Bike



2 - B/W CYCLING



AI Visuals Portfolio

cadiro.studio

3- RALPH LAUREN × ADIDAS XMAS



A fictional Christmas campaign featuring a fully AI-generated character, a dachshund, and a cozy fireplace setting: all art-directed and built from scratch.

Branded Items in image: Adidas Spezial, Polo Ralph Lauren Bear Pullover, Levi's 501 Jeans



A multi-brand cycling campaign built entirely in AI. Consistent character across road cycling action shots, featuring branded kit, helmet, bike and components, all reproduced with precision in logos and details.

Branded Items in image: POC helmet, Oakley Sutro glasses, Cervelo Bike, Pas Normal TKO Jersey, Shimano S-Phyre shoes



4 - SWEATY SHOOTING





TomAI is one of my fully synthetic male models, created, refined, and kept consistent across portrait, editorial, and campaign shots. Passport photos, photobooth strips, fashion editorials: all the same person, but none of them real.



5 - TOMAI MODEL



THANK YOU.

All visuals are personal projects. Open to collaborations and conversations.

Carolina Diana Rossi

hello@cadiro.studio

www.cadiro.studio