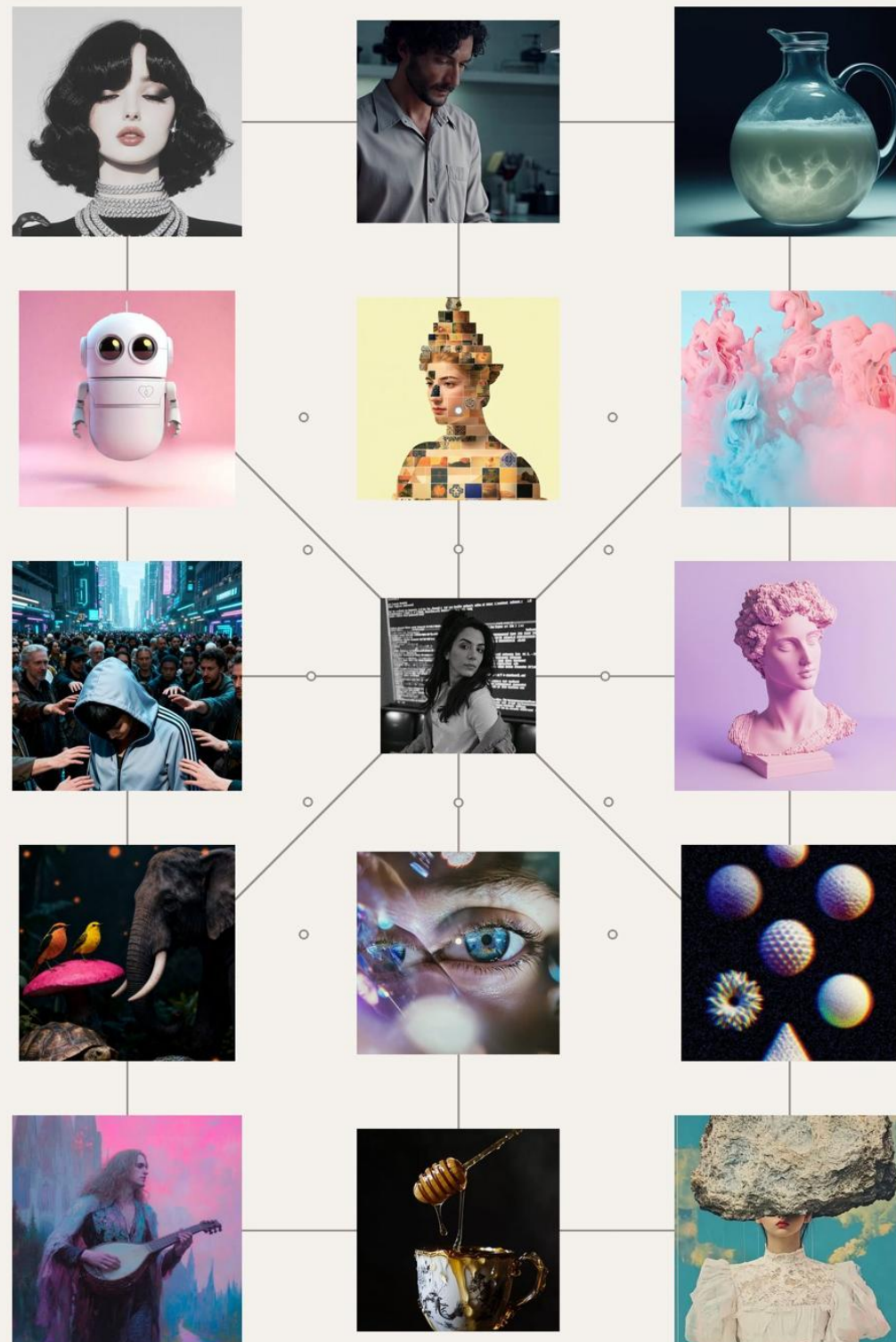


Images, brands and films
—
made *with* AI,
directed by hand.

Federica Rodella

AI Creative Director · Visual Designer

Turin, Italy · federicarodella.studio · federica.rodella@gmail.com



I design images, brands and films with generative AI as part of the process, not the point. Ten years between graphic design, art direction and storytelling; the last three spent building a working method where Midjourney, Runway and Photoshop sit on the same desk.

AI is neither a tool nor a mind: a strange intermediary that mirrors our categories back at us. Working with it well means directing it — with taste, references and a very precise brief.

SELECTED CLIENTS

TradeLab · Alkemy · Kakashi · Letson · Phoenix Motors · Ziro · Tomato Hotel ·
Alessandro Ciacci · Dr. Anna Fogli

CONTENTS

01	Selected images	Eight pictures made with generative AI, with no brief but my own.
02	AI humans	Photoreal people, consistent across frames — a doctor turned into a moving avatar, recurring characters, faces that never existed.
03	Brand & design	Identities, websites and print — ten years of graphic design, now with a generative layer.
04	Campaigns & visuals	Events, key visuals and posters where the image carries the idea.
05	Social & AI video production	Content systems that keep a voice consistent, week after week — with AI inserts when the story needs a whale.
06	Motion & film	AI-assisted films, reels and motion studies.
07	Art	The other half of the practice.
08	About	Experience, education, tools.

01 Selected images

Eight pictures made with generative AI, with no brief but my own.

Selected images



01 · 01

Selected images

Generative AI · personal research

MIDJOURNEY · PHOTOSHOP · ART DIRECTION

Images made for no one: prompts, references and post-production with no client attached — the sketchbook behind the projects that follow.



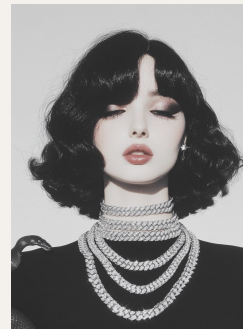
Moon milk



Boring



Pink and blue



The girl in the void



Scrolling



Pink pop statue



Disarm



Honey

02 AI humans

Photoreal people, consistent across frames — a doctor turned into a moving avatar, recurring characters, faces that never existed.

Amuse Bouche

Directing project — AI series pilot

Dr. Anna Fogli — the doctor as a moving AI avatar



02 · 02

Amuse Bouche

AI short film · personal · 2025

AI FILM · RUNWAY GEN-4 · MIDJOURNEY · PREMIERE

A man, alone in a kitchen, prepares an amuse-bouche with the concentration of a surgeon. Every shot is generated: a consistent photoreal character across scenes, directed frame by frame, then cut and graded in Premiere.



Character study



Still from the film



Over-the-shoulder, Gen-4



Still from the film

02 · 03

Directing project — AI series pilot

Original series · in development · 2026

DIRECTING · CHARACTER DESIGN · AI VIDEO ·
MIDJOURNEY · KLING

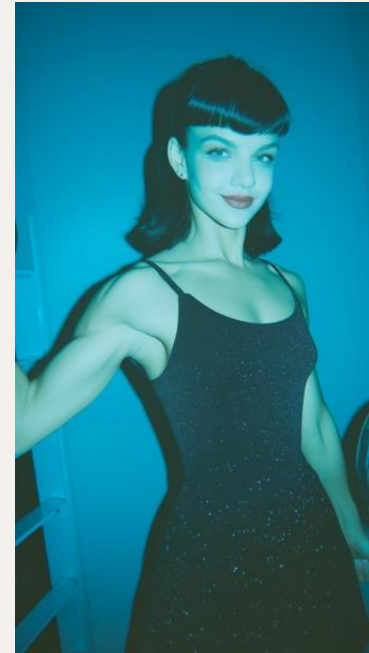
Zoe, a girl who hides in the crowd of a city that never goes dark. A pilot directed entirely with generative video: a recurring photoreal character, a TV-show set, white rooms full of sleeping bodies. Story, shot list, prompts and edit.



Zoe in the crowd



Star Night — the TV set



Zoe, character sheet



Paparazzi



White rooms



Still from the pilot

02 · 04

Dr. Anna Fogli — the doctor as a moving AI avatar

Medical aesthetics practice, Turin · 2025–2026

AI AVATAR · LIP-SYNC · ELEVENLABS VOICE · KLING · SOCIAL VIDEO

The doctor never went on set. I turned her into a moving virtual avatar — gestures, expressions and lip-sync generated with AI, the voice produced with ElevenLabs — so that a monthly stream of treatment explainers could be made without a shoot. Around it, treatment reels edited for the same feed and before/after sequences animated from patients' stills with Kling. Patients' faces are pixelated for privacy; this project and its videos are shared privately, from this PDF only. Editorial calendar, scripts, prompts, edit.

► [Watch the videos](#) — private links, for the readers of this PDF only

The avatar reel — full, with sound · Baby Glow — treatment reel
· Blooming Beauty — before/after · Dark circles — animated from a still · Mirror — Kling image-to-video



► The doctor as AI avatar — ElevenLabs



► Baby Glow — treatment reel (video)



► Blooming Beauty — before/after (video)



► Dark circles — animated from a still (video)



► Mirror — Kling image-to-video (video)

03 Brand & design

Identities, websites and print — ten years of graphic design, now with a generative layer.

ZIRO — The Reman Hero

Phoenix Motors — brand & AI spots

Letson — rebrand

Tomato Hotel — rebrand

Kakashi — AI-native web direction

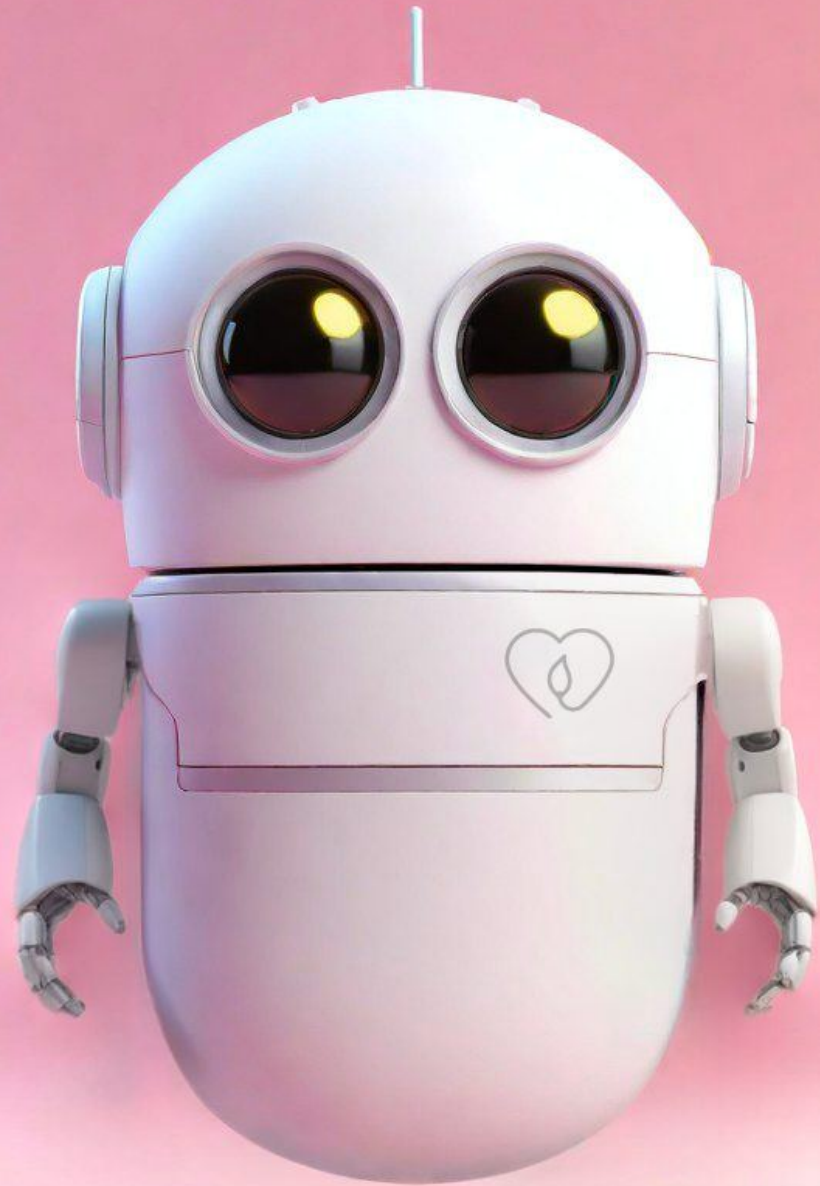
Christian Zippi — Interior Architecture

SAY Project — wine visuals

Open to Wonders

Shamanic worlds — poster series

Battle of Shields



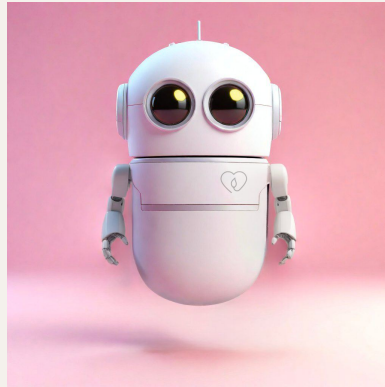
03 · 05

ZIRO — The Reman Hero

Ziro · remanufactured automotive parts · 2024

BRAND IDENTITY · MASCOT DESIGN · LOGOTYPE ·
ILLUSTRATOR · MIDJOURNEY

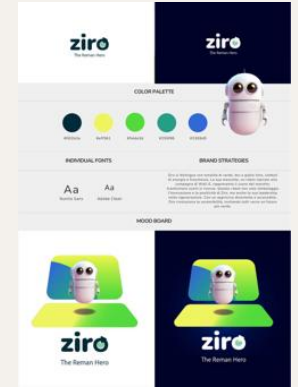
A small white robot with big eyes turns a technical B2B business — remanufactured car parts — into something people smile at. Mascot, logotype, colour system and the first brand identity book.



Ziro, the mascot



Logotype



Brand identity

03 · 06

Phoenix Motors — brand & AI spots

Phoenix Motors · automotive parts · 2018–2025

BRAND IDENTITY · LOGOTYPE · WEBSITE · AI VIDEO
SPOTS · PREMIERE

Seven years of design for an automotive parts company, from logotype and brand book to the new website, designed and built by me in Framer — and opened by a series of AI-generated spots: vans waking up in a garage, trucks in the rain, a sports car at night, all under the claim We make you move.

➤ phoenixmotorsco.com — the website, with all the videos

► Watch the videos — federicarodella.studio/#phoenix-motors

Site hero spot · We make you move · Phoenix Parts · Section background · Section background



Logotype



► Site hero spot (video)



► We make you move (video)



Still from the spot



► Phoenix Parts (video)



► Section background (video)



► Section background (video)

03 · 07

Letson — rebrand

Letson · media company · 2024

REBRAND · LOGOTYPE · WEBSITE · MOTION

New logo and company image for a media distribution company working with YouTube channels: the lime play-button mark, chosen among the proposals, then the website — layout, 3D characters, illustrations and motion — and the app screens.

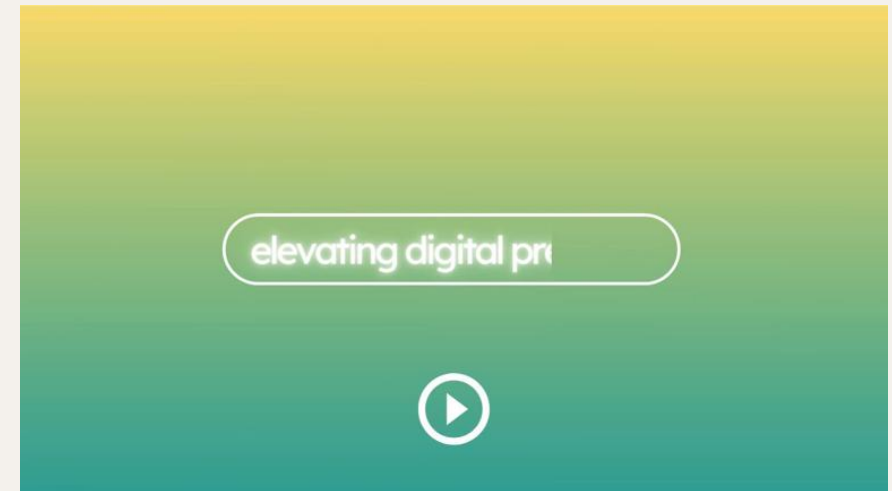
➤ letsoncorp.com — the website

► Watch the videos — federicarodella.studio/#letson

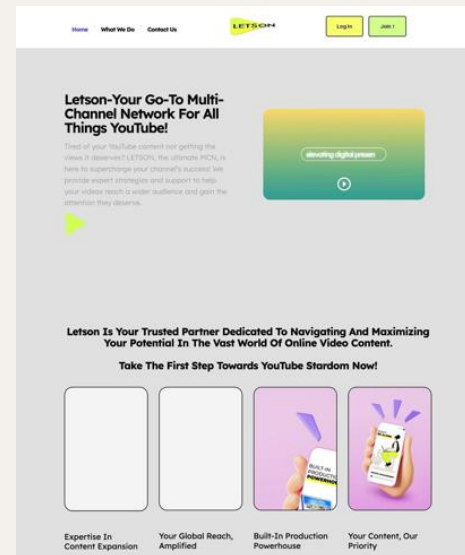
Site motion — hero video



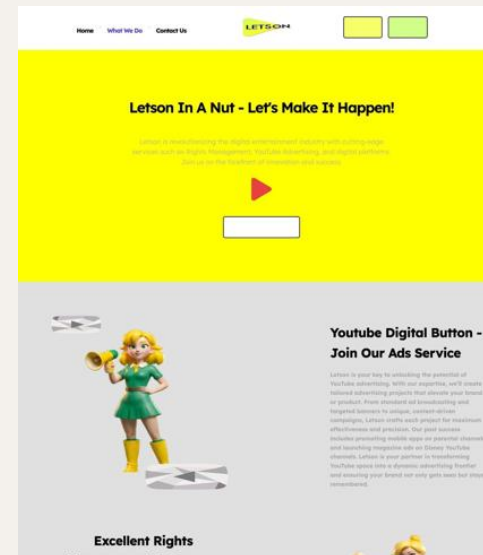
Logotype — final



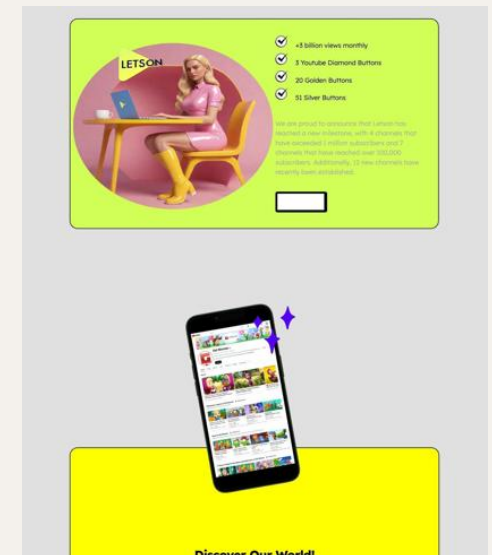
► Site motion — hero video (video)



letsoncorp.com — home



letsoncorp.com — What we do



letsoncorp.com — milestones & app

03 · 08

Tomato Hotel — rebrand

Tomato Hotel · Urban Retreat · 2025

REBRAND · LOGO GUIDE · SIGNAGE · WEBSITE
MOCKUP

Rebrand of a city hotel around one word and one colour: new logotype, logo guide and signage.



Logo guide



Signage

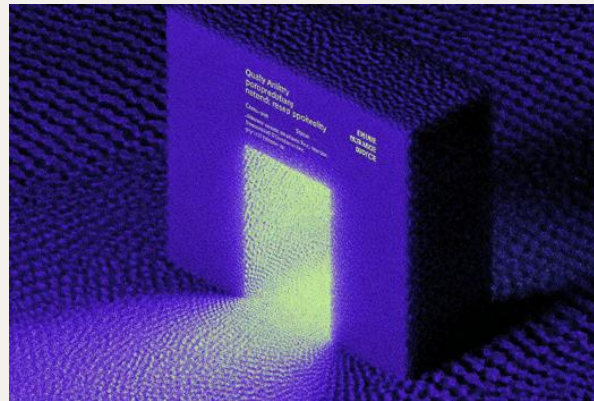
03 · 09

Kakashi — AI-native web direction

Kakashi (KVA) · 2025

CREATIVE DIRECTION · WEBSITE CONCEPT · VISUAL SYSTEM · MIDJOURNEY

Creative direction for the website of an AI-native advisory: a visual system made of noise, glyphs and light — portraits dissolving into data, corridors of pure signal. Concept deck, homepage explorations and 3D tests.



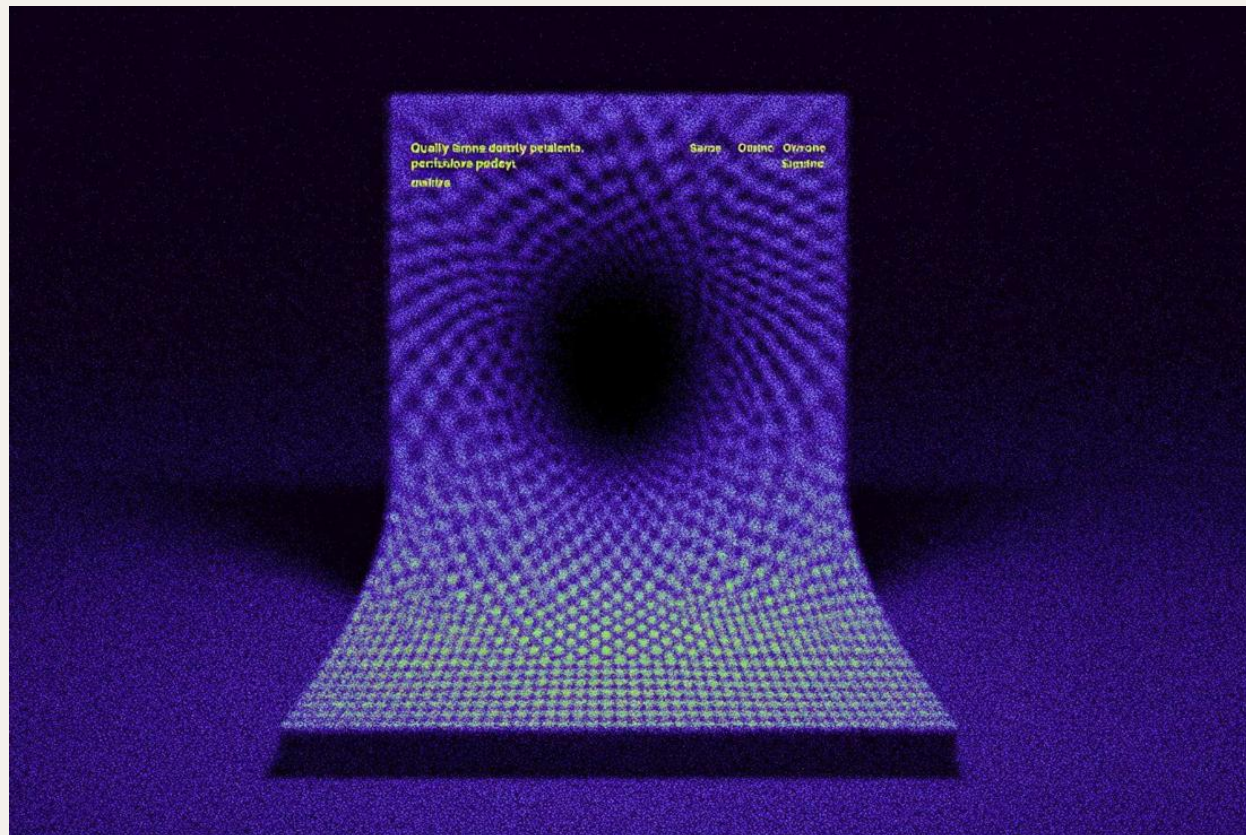
Homepage exploration



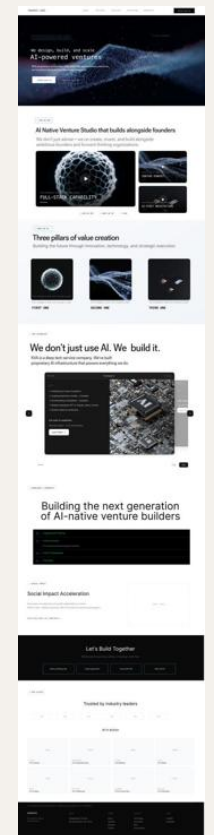
Corridor



Glyph system



Signal



Website concept

03 · 10

Christian Zippi — Interior Architecture

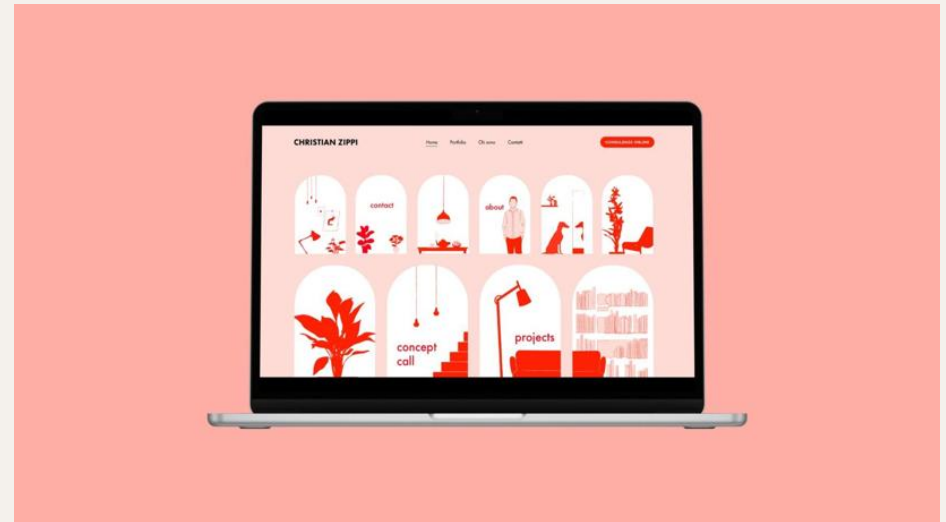
Christian Zippi Architetto · 2024

WEBSITE · ICON SYSTEM · BOOKING FLOW ·
LOGOTYPE

Website and identity for an interior architect: a red icon system of rooms and objects, drawn to work as navigation and as pattern; homepage, projects, an online booking flow for concept calls, all responsive.



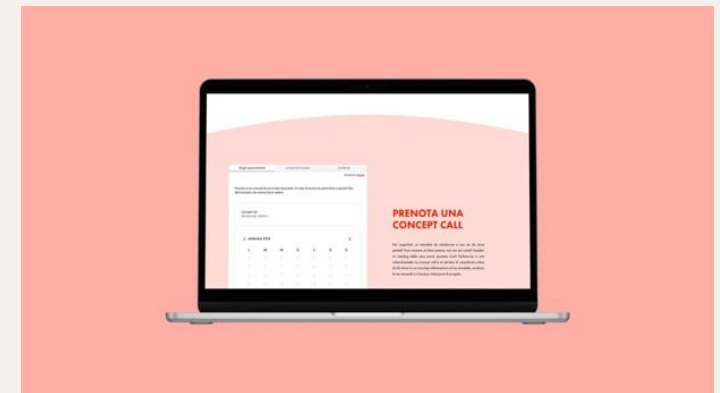
Icon system



Homepage



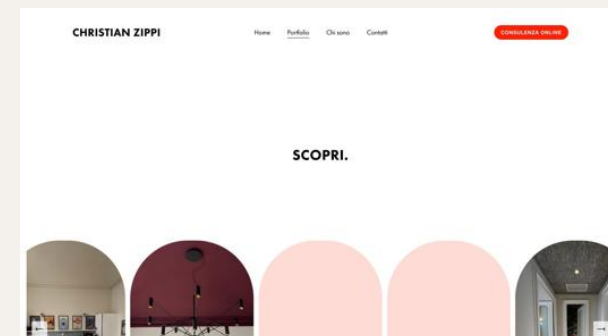
Mobile



Concept call — booking calendar



Projects



Projects page



Mobile navigation

03 · 11

SAY Project — wine visuals

SAY Project · 2025

PACKAGING VISUALS · PAPER-CUT WORLD ·
MIDJOURNEY

A paper-cut vineyard — clouds, hills and a bottle you could lift out of the page — for the visuals of a wine project.



Vineyard



The bottle



Hills



Vines

03 · 12

Open to Wonders

Alkemy · publishing project · 2024–2025

ILLUSTRATION · COVER DESIGN · MIDJOURNEY

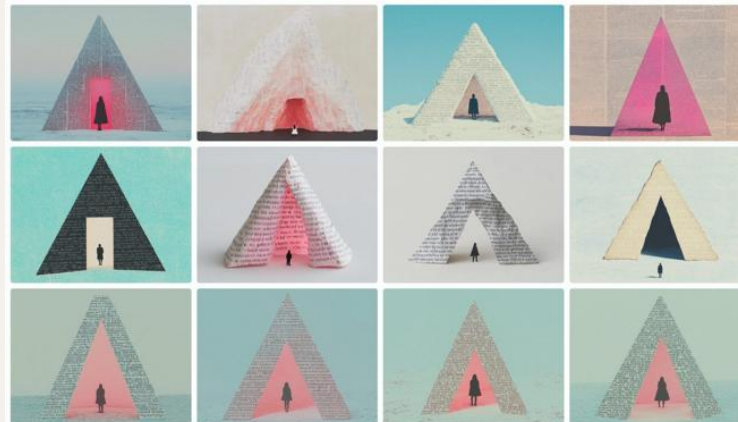
An open book becomes a tent, a mountain, a doorway with a light inside: cover illustrations for a reading project, in three palettes.



Tent



Blue



Moodboard



Cover

03 · 13

Shamanic worlds — poster series

Michela Pessot · workshops · 2026

POSTER DESIGN · ILLUSTRATION · MIDJOURNEY

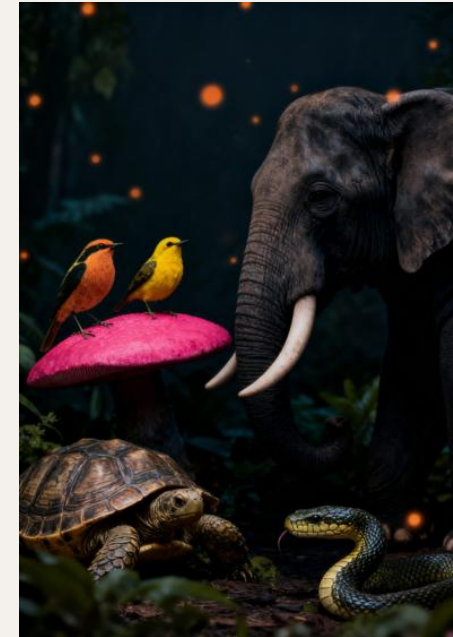
A poster series for shamanic workshops: the underworld as a fluorescent jungle of animals, the upper world as pink clouds and rainbows. Same layout, two temperatures.



Underworld



Upper world



Underworld — animals



Jungle



Detail



Underworld II

03 · 14

Battle of Shields

Card game · limited edition · 2024

CARD DESIGN · FIGMA · CHARACTER ILLUSTRATION ·
MIDJOURNEY · PRINT FILES

A fantasy card game from the first sketch to the print file: card layout system designed in Figma — frame, rarity, stats, edition marks — and the characters that live inside it, knights, golems, dark lords and bards, illustrated in one painterly style.



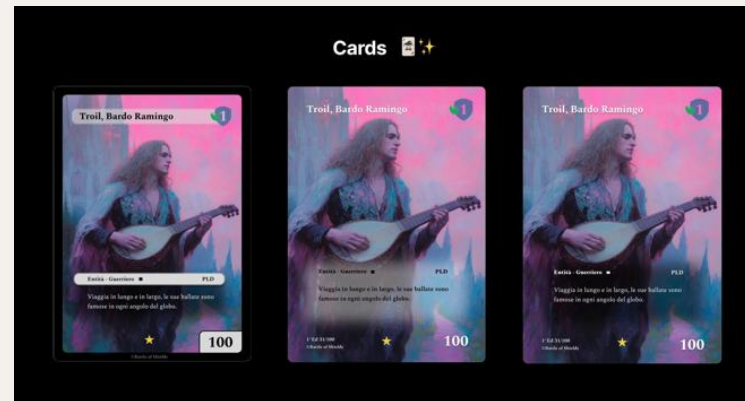
Card — Cavaliere di Arduil



Card — Golem Drago



Card — Melfort



Card — Troil, three versions



Character — the bard



Character — Troil



Character — the knight



Character — the golem dragon

⁰⁴ Campaigns & visuals

Events, key visuals and posters where the image carries the idea.

TradeLab — event artwork & live AI projections

Fricassea — theatre identity



04 · 15

TradeLab — event artwork & live AI projections

TradeLab · research & consulting, Milan · 2024

EVENT · ARTWORK · LIVE AI GENERATION ·
PROJECTION · MIDJOURNEY

For TradeLab's event in Milan: an artwork made for the occasion, printed and given to every guest, and a live session of AI image generation projected on the walls around the audience — Milan and its City Life skyline re-imagined in real time, in pop, neon and dusk.



Event artwork — Photoshop composite



Event artwork — printed for the guests



Event artwork — variant



Live projection — skyline



Live projection — City Life

04 · 16

Fricassea — theatre identity

Alessandro Ciacci · stand-up show · 2025

THEATRE IDENTITY · POSTER · LOGOTYPE ·
PHOTOSHOP

Visual identity for a stand-up show: a red curtain, a putto stealing the title, a logotype cut out like a paper label. Poster, social kit and stage projections.



Fricassea — the poster



Title and logotype

⁰⁵ Social & AI video production

Content systems that keep a voice consistent, week after week — with AI inserts when the story needs a whale.

Alessandro Ciacci — social management & AI video production



05 · 17

Alessandro Ciacci — social management & AI video production

Comedian · Instagram · 2025–2026

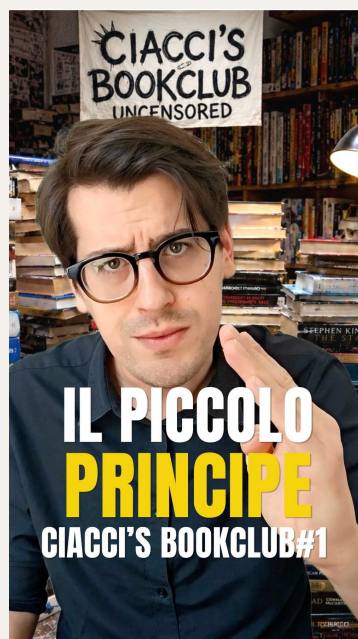
CONTENT STRATEGY · COVER DESIGN · REELS
EDITING · AI VIDEO PRODUCTION · MAGNIFIC ·
SEEDANCE

Full creative management of a comedian's Instagram: a recognisable cover system, the Book Club series — a format I created, from the concept to the covers — comic strips, weekly reels cut from live shows — and, for the Moby Dick episodes, AI video production: Captain Ahab, the Pequod in the storm, a Mediterranean diet on deck and fish in plastic bags, photoreal inserts generated, upscaled and cut into the reels in a day. Growth built on consistency, not virality.

➔ [Instagram @alessandrociacci_](https://www.instagram.com/alessandrociacci_)

► Watch the videos — federicarodella.studio/#ciacci-social

Book Club #1 — The Little Prince, full reel · Aretino — full reel ·
Book Club · Moby Dick — Ahab · Moby Dick — the Pequod ·
Moby Dick — on deck · Moby Dick — fish · Aretino — excerpt ·
Reel — Michelangelo · Reel — voice notes · Ads



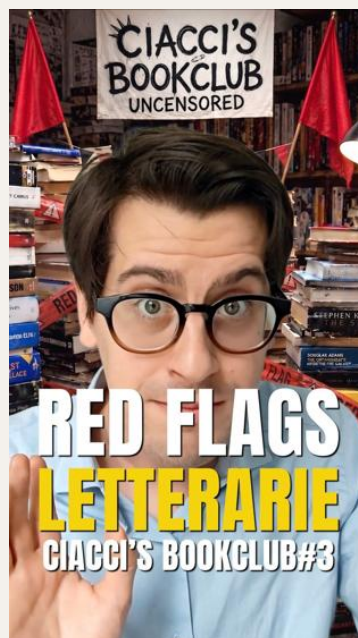
Book Club #1 — The Little Prince



Book Club #8



Book Club #9



Book Club #3



Series identity



► Aretino — reel from a live show (video)

05 · 17

Alessandro Ciacchi — social management & AI video production

Comedian · Instagram · 2025–2026

CONTENT STRATEGY · COVER DESIGN · REELS
EDITING · AI VIDEO PRODUCTION · MAGNIFIC ·
SEEDANCE*continued*

► Moby Dick — Ahab, AI insert (video)



► Moby Dick — the Pequod, AI insert (video)



► Moby Dick — Mediterranean diet, AI insert (v



► Moby Dick — fish, AI insert (video)



► Book Club reel (video)



► Reel from a live show (video)

06 Motion & film

AI-assisted films, reels and motion studies.

On Her Shelf
Thinking with Machines
Creolisa
Motion studies



06 · 18

On Her Shelf

AI short film · Honorable Mention, BAIFF · 2024

DIRECTOR · WRITER · AI VIDEO · PREMIERE

A girl kept on a shelf like an object, in a house that decays around her. AI-assisted short film on identity and objectification — Honorable Mention at the Burano AI Film Festival, in festival circulation.

► Watch the videos — federicarodella.studio/#on-her-shelf

The film — full, 2'45" · Excerpt · Excerpt · Excerpt



► Still (video)



► Still (video)



► Still (video)

06 · 19

Thinking with Machines

Reels series · Instagram · 2026

FORMAT DESIGN · WRITING · EDITING

A short-form series on how we actually use AI — a prompt, a habit, a language per episode. Written, shot and edited in-house: an upside-down presenter in a 1980s palette, to flip the discourse. Pilot, The prompt and Visual language.

► Watch the videos — federicarodella.studio/#thinking-with-machines

Pilot — full · Episode 1 — The prompt, full · Episode 3 — Visual language, full · Episode 1 — excerpt



► Pilot (video)



► Episode 1 — The prompt (video)



► Episode 3 — Visual language (video)



► Episode 1 — excerpt (video)

06 · 20

Creolisa

Award-winning video · Regione Sardegna, 2025 · 2025

AI VIDEO · COLLAGE · SOUND

Creolisa, from creolizzazione — creolisation. A face made of tiles, a body that keeps re-composing itself: cultures mixing as a moving collage.

► Watch the videos — federicarodella.studio/#creolisa

[Excerpt](#) · [Excerpt](#)



Creolisa



► Still (video)



► Excerpt (video)

06 · 21

Motion studies

Selftopia · Lost Project · Gen-3 self-portrait ·
Wonderland diptych · 2024–2026

RUNWAY GEN-3 · MIDJOURNEY VIDEO · PREMIERE

Shorter pieces: a self-portrait that dissolves, a
fashion-week loop, a breathing void, flesh and
cables in a landscape.

► Watch the videos — federicarodella.studio/#motion-studies

Selftopia · Self-portrait · Lost Project · Wonderland diptych



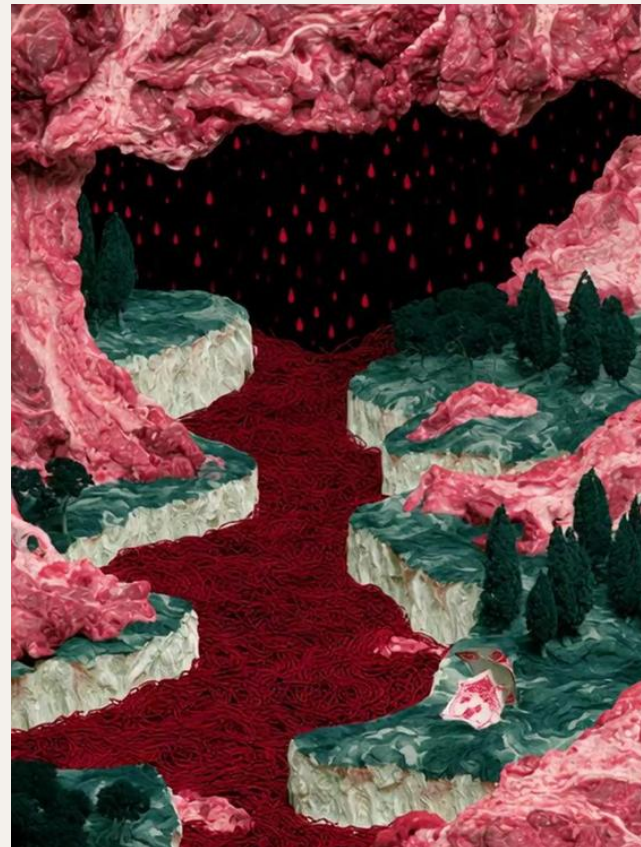
► Selftopia (video)



► Self-portrait, Gen-3 (video)



► Lost Project (video)



► Wonderland diptych (video)

07 Art

The other half of the practice.

Art practice — FRo



07 · 22

Art practice — FRo

Wonderland.exe · Iconofagia · Haeretica · Echoes · 2023–2026

ANALOG COLLAGE · GENERATIVE AI · MIRRORS · AUGMENTED REALITY · FINE ART PRINT

Alongside client work I exhibit as FRo: analog collage as the matrix, AI as an instrument, philosophy as the spine. Solo room at Palazzo d'Oria (2026), Palazzo Saluzzo Paesana (2025), Piazza San Carlo, Turin (2025). Full portfolio at federicarodella.com.



Wonderland.exe — Token



Wonderland.exe — Vision Model



Haeretica — Charlie



Haeretica — Pigs



Iconofagia — Fleshscape



Iconofagia — The Crocodile I Loved



Echoes — House V



Haeretica — Terms & Conditions

Federica Rodella works in Turin as an AI creative director, visual designer and artist (FRo). Philosophy degree, Holden School master in storytelling, graphic design specialist (100/100) and Figma master; ten years of brands, websites and campaigns for companies and agencies, and since 2023 a generative workflow — Midjourney, Runway, Kling, Photoshop — used with the discipline of a design studio: brief, references, iterations, post-production.

TOOLS

AI image	Midjourney, DALL-E, Stable Diffusion, Adobe Firefly, ChatGPT Images, Magnific
AI video	Runway Gen-3/Gen-4, Kling, Seedance, Midjourney Video, ElevenLabs
Design	Photoshop, Illustrator, InDesign, Figma, Premiere
Web	HTML/CSS, WordPress, Squarespace, Netlify

LANGUAGES

Italian (native), English (advanced), French (A2/B1), Russian (A1)

EXHIBITIONS & RECOGNITION

2026	Wonderland.exe — solo room, Palazzo d'Oria, Ciriè (Turin)
2025	Haeretica — Palazzo Saluzzo Paesana, Turin · Iconofagia — Piazza San Carlo, Turin · YICCA finalist, Milan
2024	BAIFF Honorable Mention (On Her Shelf) · ITSLIQUID Honorable Mention
2018–2022	Van Der Plas Gallery, New York · XIII Florence Biennale · International Art Fair of Venice

EXPERIENCE

2015 – today

Freelance designer · Frolab studio (since 2024), Turin
Brand identity, web design, campaign visuals, AI creative direction. Clients include TradeLab, Alkemy, Kakashi, Letson, Phoenix Motors, Ziro, Tomato Hotel.

2024 – today

Alessandro Ciacci — creative & social director
Content strategy, cover systems, reels editing, AI video production, theatre identities (Fricassea, Garbuglio).

2025 – today

Dr. Anna Fogli — AI content production
Monthly explainer videos with the doctor as a moving AI avatar (ElevenLabs voice) and patients animated from stills; editorial calendar and scripts.

2024 – today

Independent artist — FRo
Solo room at Palazzo d'Oria (2026); Haeretica, Palazzo Saluzzo Paesana (2025); Piazza San Carlo, Turin (2025); YICCA finalist (2025); BAIFF Honorable Mention (2024).

2018 – 2024

Villa Erre — founder & artistic director
A literary B&B and cultural association: events, readings, micro-festivals; featured on Sky (2019).

EDUCATION

Master in Storytelling & Performing Arts
Scuola Holden, Turin

BA Philosophy (Aesthetics & Moral Philosophy)
Università di Torino

Graphic Design Specialist — 100/100
Istituto Volta

Master Figma Specialist
Talent Garden



FEDERICA RODELLA — FRo

Let's make something
that didn't exist this morning.

Federica Rodella — AI Creative Director · Visual Designer

federica.rodella@gmail.com

federicarodella.studio · Instagram [@federica.rodella](https://www.instagram.com/federica.rodella)

Art portfolio: federicarodella.com