

ADAM MAKAR

SYNTHETIC PHOTOGRAPHY

AND IMAGE COMPOSITING

PORTFOLIO

CG ARTIST



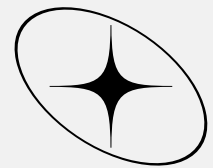
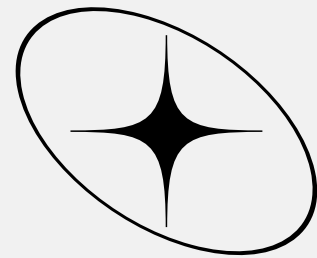
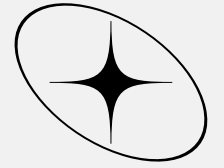


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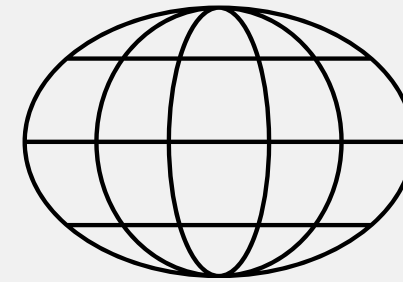
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ABOUT ME



EXPERTISE

AI-Powered CG Artist with experience of leading AI powered teams as Supervisor. Specialized in digital visuals, synthetic photoshoots, and innovative storytelling for top-tier brands.



IMPACT

Known for taking ownership and delivering impactful results by collaborating with international teams. I lead projects by combining creativity with technical precision to meet high-stakes goals.

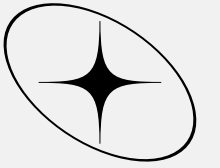


EXPERIENCE

Worked with industry-leading brands, including Immersive International and TestGorilla, delivering high-quality digital content and creative solutions. Supported high-stakes campaigns, providing impactful and complex visuals that elevate brand narratives.

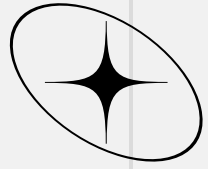


SKILLTREE



Driven by passion and precision, I bring 14+ years of experience in photo retouching, 7+ years in graphic design, and a proactive approach to leading creative teams. Recognized for my ability to tackle complex projects and elevate team performance, I deliver exceptional visuals through a blend of traditional artistry and cutting-edge AI solutions.

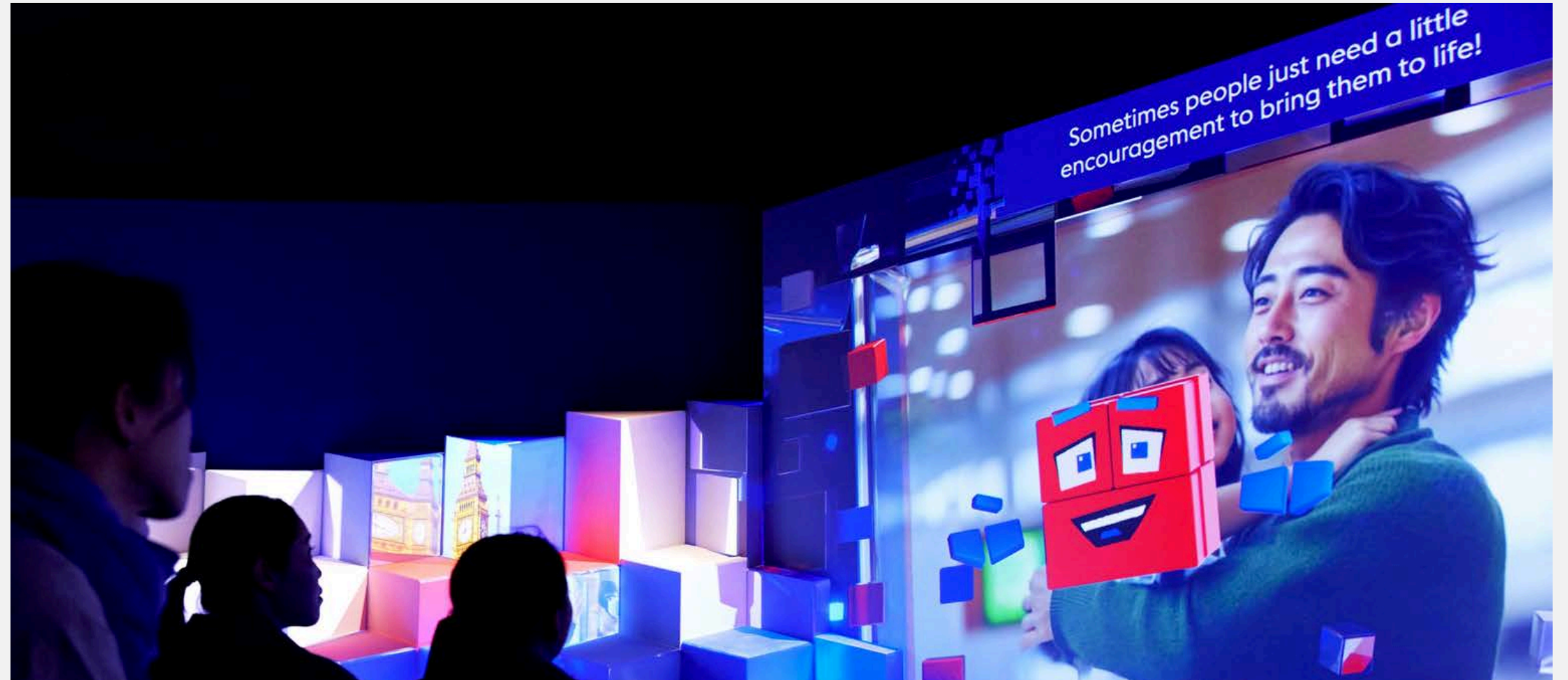




UK PAVILION 2025 OSAKA WORLD EXPO

I contributed to the visual development of a high-profile international experience for the UK Pavilion at Expo 2025 Osaka, working remotely with Immersive International.

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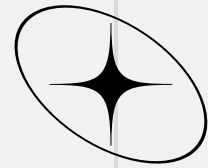


MY ROLE

My role focused on creating and refining high-quality 2D visuals, environment compositions, and AI-assisted image workflows to support a cohesive, story-led visitor journey.

EXPERIENCE

The project required strong attention to composition, continuity, lighting, spatial consistency, and close collaboration with international creative teams under tight production timelines.

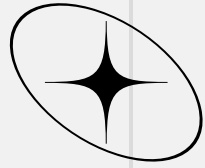


VISUAL PRODUCTION & QA

My contribution went beyond creating visuals. I supported the refinement of production and press-ready assets through retouching, compositing, cleanup, QA, and consistency checks.

The work involved reviewing generated and composited frames, correcting visual issues, maintaining continuity across scenes, and helping assets stay aligned with the wider creative direction of the pavilion experience.





FRANKSTER SHORT

Frankster Australia approached us with a goal to innovate their product photography process. With no models, locations, or physical equipment involved, our challenge was to deliver high-quality, realistic imagery of their signature "Chillers" shorts. This project aimed to test whether synthetic photography could match the same level of authenticity and detail as standard photoshoots while drastically reducing costs and production time.

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THE PRODUCT

The "Chillers" are Frankster's flagship men's chino shorts, designed for ultimate comfort and versatility. Made from lightweight, durable materials, these shorts are tailored for both casual and active wear.

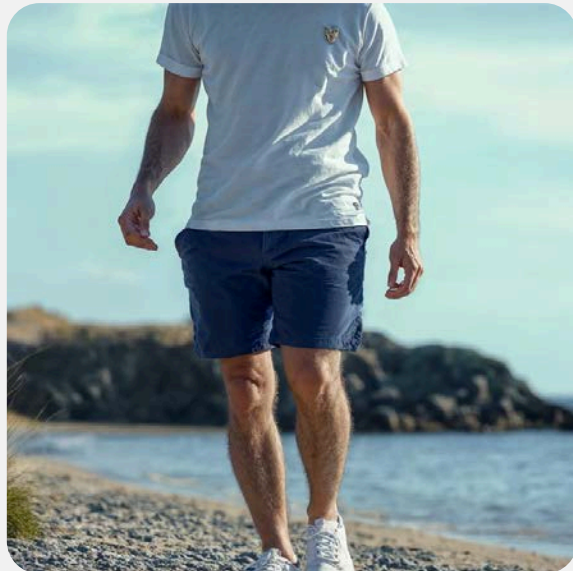
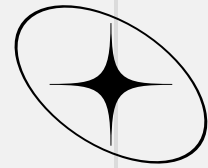
Whether you're heading to the beach or strolling around the city, the "Chillers" offer a perfect blend of function and style.



THE SYNTHETIC SHOOT

This project was focused on creating a digital replica of Frankster's "Chillers" shorts and applying them to different digital models. I handled the entire process, from creative direction to generating the final visuals. By using AI and digital tools, I replicated the product accurately, ensuring it looked as realistic as possible.

This approach removed the need for a traditional photoshoot, saving both time and production costs, while delivering high-quality, on-brand imagery.

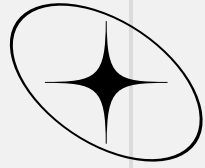


SYNTHETIC MODEL SHOOT

In this project I applied creative direction and synthetic modeling to produce realistic visuals for Frankster's "Chillers" shorts, bypassing traditional photoshoots. This approach delivered high-quality images, faster production, and reduced costs.

Scan the QR code or visit the website to check out the project's visuals in high definition.





NOVICA PRODUCTS

For this project, I worked on creating high-quality visuals for 10 of Novica's handmade products, ranging from jewelry to beanies. Novica, known for supporting artisans globally, focuses on offering unique, handcrafted items.

The challenge was to accurately capture the intricate details and craftsmanship of each piece, showcasing the story behind the product.

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THE PRODUCT

The collection includes a diverse range of handmade products, such as beanies, mitts, scarves, gloves, pendants, and jewelry. Each item is crafted with care by artisans, reflecting Novica's dedication to supporting traditional craftsmanship.

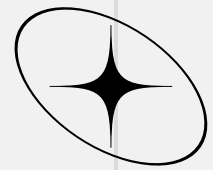
From the fine details in the jewelry to the texture of the knitwear, these pieces highlight both cultural heritage and modern design.



THE SYNTHETIC SHOOT

I applied my years of photography experience and eye for detail, combined with an editorial approach to creative photography using AI, to present Novica's products with striking clarity.

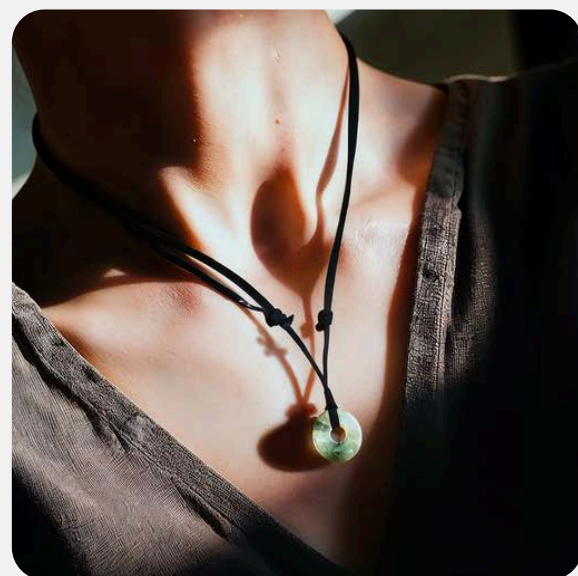
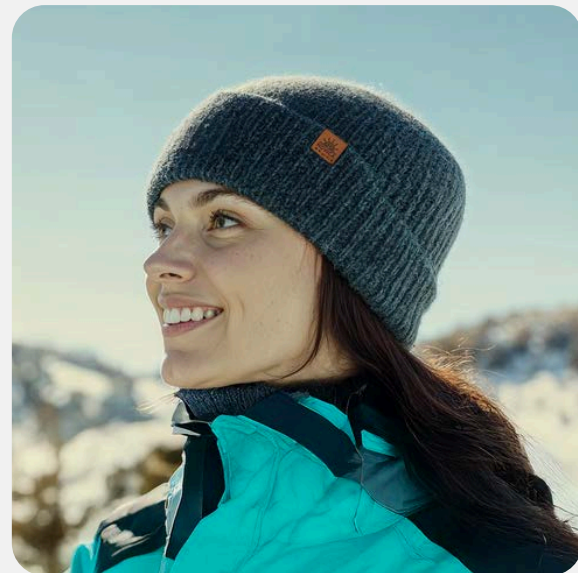
This approach not only showcased the craftsmanship and authenticity of each piece but also allowed for a more flexible, efficient production process without the need for physical photoshoots.

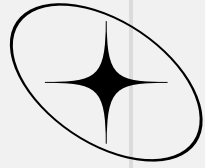


SYNTHETIC MODEL SHOOT

This project is an example of creative AI photography, utilizing AI-generated models and synthetic environments. No physical products or models were used in these images. The goal was to explore new, efficient ways to visually represent products while maintaining high quality and authenticity.

Scan the QR code or visit the link to see the full project.





THE EXTINCT AI TRAILER

This AI-driven project combined cutting-edge technology with deep storytelling, using a unique blend of visual effects, sound design, and narrative to bring a post-apocalyptic world to life.

With no need for traditional filming, the entire creative process was achieved through digital tools and AI-based methods.

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THE STORY

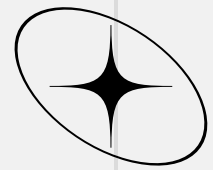
The Extinct explores a dystopian world where the rise of the Shadowborn threatens the balance of power between light and darkness. The story follows the struggle between the Shadowborn and the Lightkeepers, uncovering an intense narrative of survival and conflict.

With each frame, I aimed to encapsulate the story's dark undertones and the emotional tension driving the characters.

THE PROJECT

In this project, I led the creative direction, generating AI-based stills and videos from concept to final edit. By blending synthetic photography, AI visuals, sound effects, and narrative-driven editing, I crafted a cohesive trailer for The Extinct.

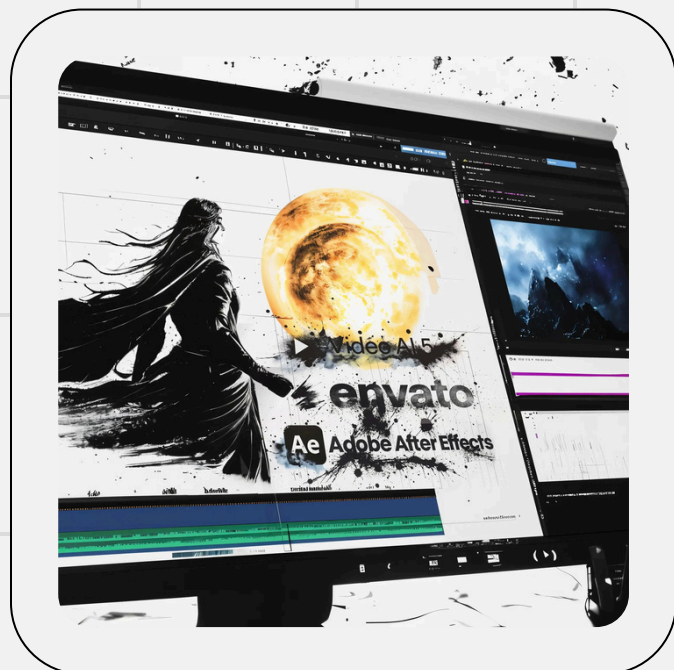
With careful attention to SFX, upscaling, and color grading, I ensured every detail contributed to a seamless and immersive experience.

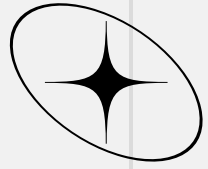


AI GENERATED X TRADITIONAL EDITING

This project is a great example of AI-generated visuals with traditional post-production techniques. The process began with synthetic images, gone through careful editing, turning them into videos, integrating SFX and color correction to elevate the final product, including the case study, website, and creating the branding.

Explore the full project by scanning the QR code or visiting the link





WHAT OTHERS SAID

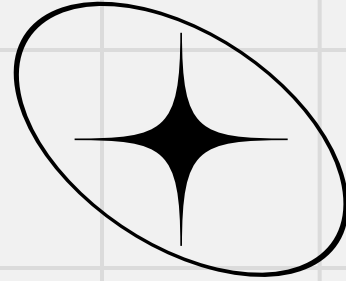


“ Adam is a gem on this platform. Not only did he surpass our expectations, but he's also quite knowledgeable in this field, he offered professional insights and suggestions, and he showed a level of interest and personal currency in a project that was not his own. The sum of these attributes is what, at the very least, make up a consultant that is going places. ”

“ Adam is a machine, a creative and a perfectionist. He'll go above and beyond for you. Couldn't recommend him more. We will work together again. ”

“ Excellent video production, excellent communicator! Very capable of working independently and producing excellent work without micromanagement. One of my favorite people to work with. Great understanding of AI tools and the tech behind it. 100% would work with again. Very solid and reputable worker, I'm lucky to have found him. ”

“ I have had the pleasure of working with Adam on a number of high profile and high intensity projects. Adam was first recruited by me for his fine skills in AI concept art creation, photo manipulation and retouching, he soon also became the supervisor of the projects Ai concept art team, by helping to coordinate the work of his teammates. He additionally took on more scope and successfully helped with graphic design tasks. Besides being very skilled with the tools and workflows, Adam has a superb quality of keeping a positive attitude, being proactive and also relentless, this is a great combination of qualities that I value highly and find seldomly. ”



THANK YOU

