THE BOOK · 2026

Joey Tadiar

Creative Director & Brand Designer

Brand, campaigns, 3D and AI systems.









LONDON

JOEY TADIAR

I'm a creative director and brand designer with 10+ years across fintech and crypto, music, consumer brands and bringing characters to life in the real world.

I've worked agency side, in-house and on my own products.

I trained as an actor in New York and studied English Literature and Creative Writing.



One person, across the whole job.

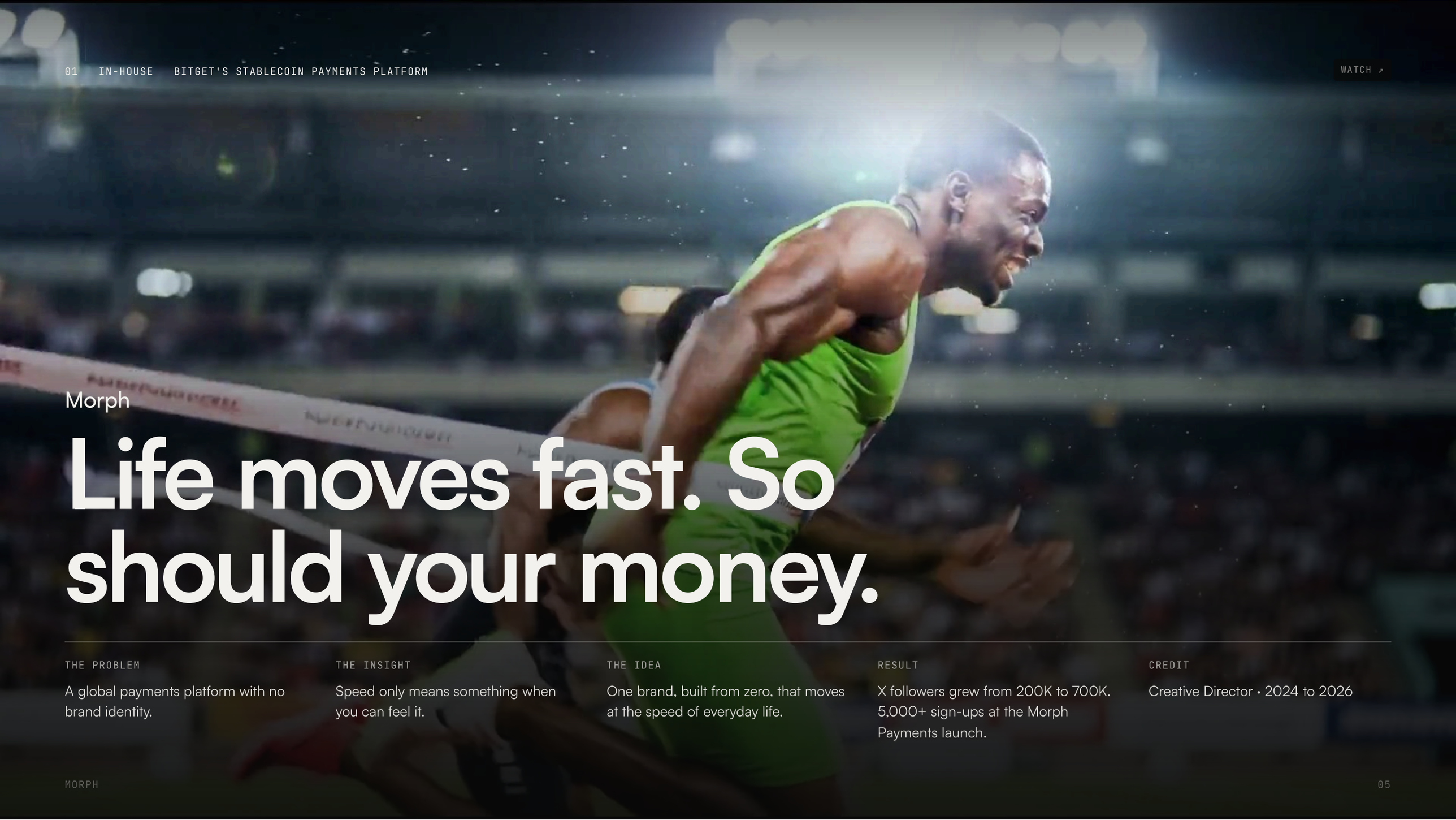
Brand identity and systems	Morph 06 · Kapsule 15 · SOND 22 · Monid 30
Typography	Morph 06 · Kapsule 15 · SOND 22 · Fussy 28
Campaigns and film	Morph 08 · Stickmen Toys 12 · SOND 23 · Bitget Wallet 13
Static and key visuals	Morph 07 · Kapsule 16 · SOND 24 · Fussy 28
3D	Stickmen Toys 11 · Remo's World 19 · Fussy 27 · Kapsule 16
Motion	Morph 08 · Bitget Wallet 13 · Remo's World 20 · Stickmen Toys 12
AI systems	Morph 09 · How I use AI 33
Web and live 3D sites	SOND 25 · Fussy 28 · Monid 31 · Kapsule 17 · The Diary of a CEO and Unplugs 32

The work.

01	Morph	Life moves fast. So should your money.	IN-HOUSE	05
02	Stickmen Toys	Music you can collect.	COMMISSIONED	10
03	Bitget Wallet	A launch film for Predictions.	COMMISSIONED	13
04	Kapsule	Own your sound.	OWN PRODUCT	14
05	Remo's World	One character, from screen to shelf.	OWN IP	18
06	SOND	Enough left.	UNSOLICITED PITCH	21
07	Fussy	Be fussy.	UNSOLICITED PITCH	26
08	Monid	A playable hero.	UNSOLICITED PITCH	29
09	More 3D and web	The Diary of a CEO and Unplugs.	PITCH AND CONCEPT	32

AI SYSTEMS 33 CONTACT 34

WATCH ↗



Morph

Life moves fast. So should your money.

THE PROBLEM

A global payments platform with no brand identity.

THE INSIGHT

Speed only means something when you can feel it.

THE IDEA

One brand, built from zero, that moves at the speed of everyday life.

RESULT

X followers grew from 200K to 700K. 5,000+ sign-ups at the Morph Payments launch.

CREDIT

Creative Director • 2024 to 2026

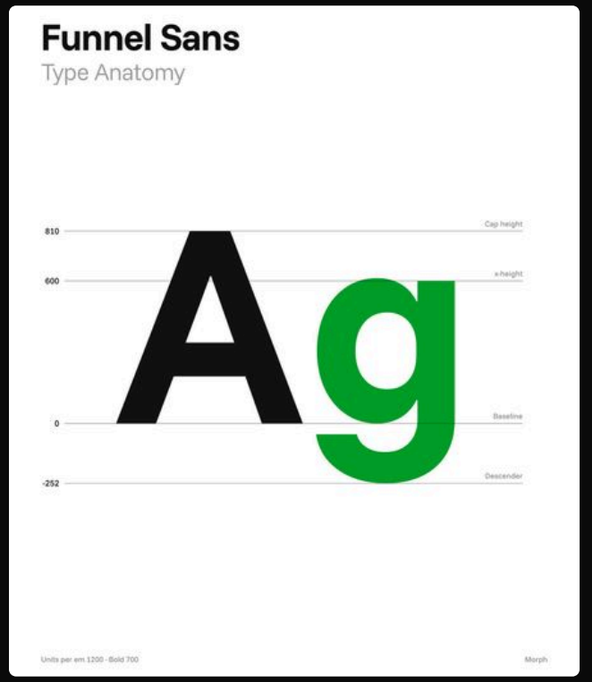
Logo, colour and type.

The redesign. Logo, colour and type, for one company across every surface.

Funnel Sans, in two weights. Bold for headlines. Light for the lines beneath them.



BRAND SYSTEM



FUNNEL SANS. ANATOMY



WEIGHTS

Morph

Green
#009D29

Black
#0F0F0F

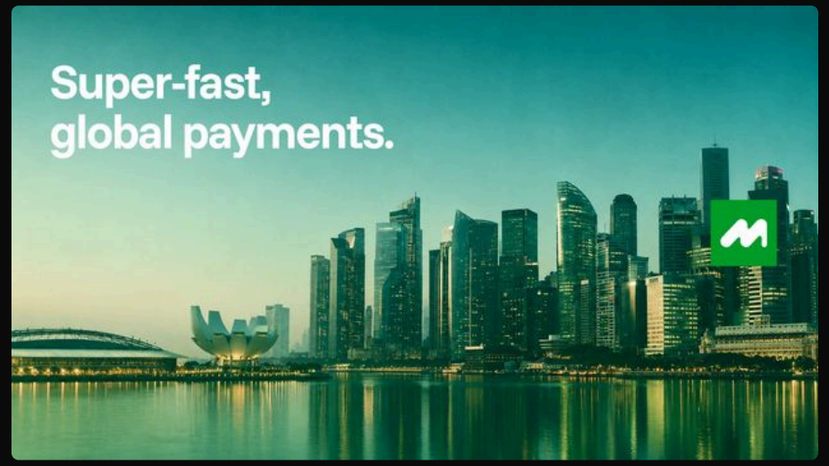
Off-white
#FFFFFC



The brand, out in the world.

Art direction for the brand out in the world. Cities, offices, cards, stations and social.

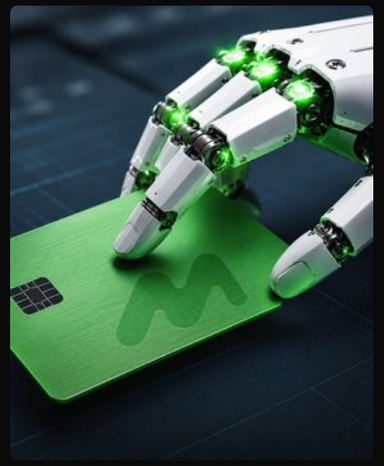
Listings, partners and the people around Morph. Characters, social and the things people wear.



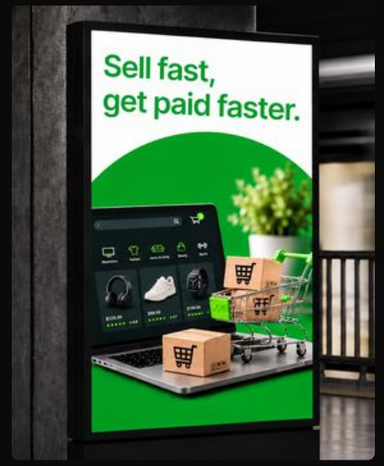
BLOG BANNER



GET PAID



CARD



STATION POSTER



SOCIAL POST



THE COMMUNITY CHARACTERS



DEVCON MERCH



3D CONTENT



SOCIAL CONTENT



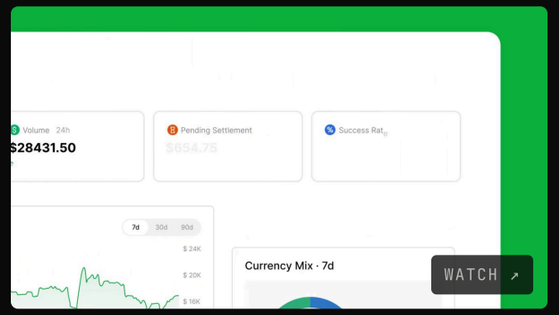
FOMO THURSDAYS. COMMUNITY FILM

Life moves fast. So should your money.

Campaign films, dynamic motion graphics and product explainer videos for social.



SPEED OF LIFE. CAMPAIGN FILM



MORPH PAYMENTS. LAUNCH FILM



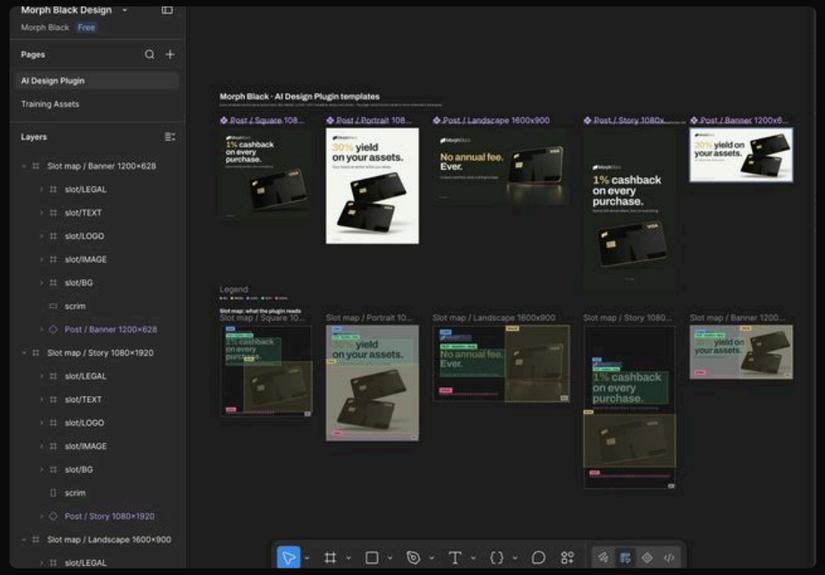
INSTITUTIONAL-GRADE YIELD



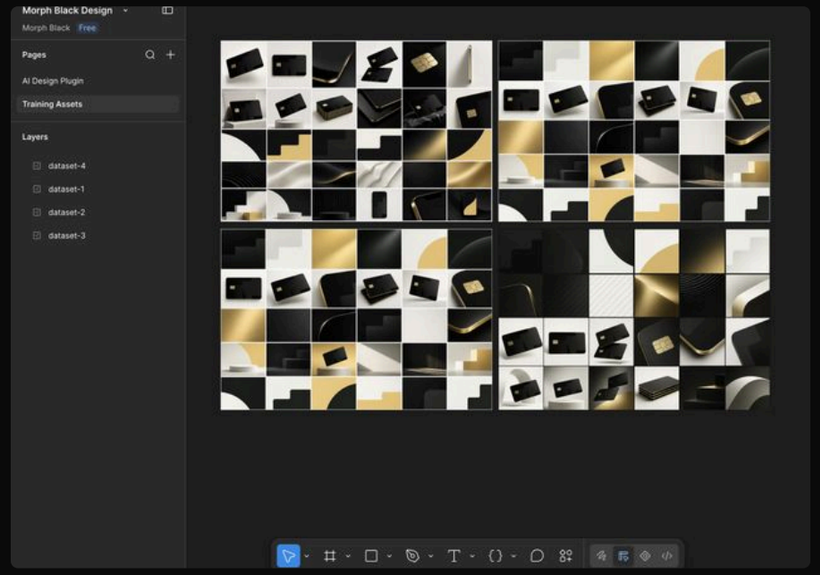
OSL BIZPAY. PARTNERSHIP FILM

A brand-trained model, in Figma.

For the Morph Black card, I built an AI system that makes on-brand social posts inside Figma.



THE TEMPLATES, SLOTS AND OUTPUTS



THE TRAINING DATASETS

HOW IT WORKS

A LoRA trained on four datasets of approved brand assets, running on Flux 2 through fal.ai.

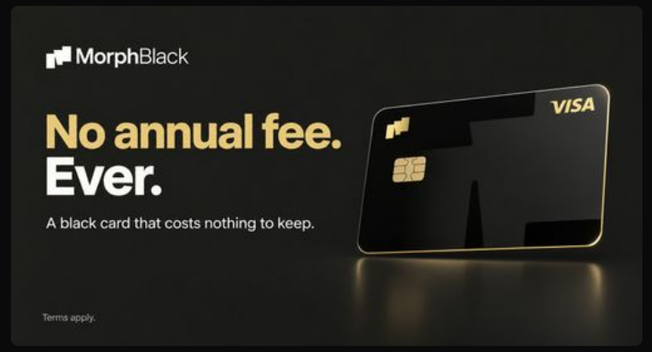
A Figma plugin: pick a template, write a prompt, generate.

Named slots for background, image, logo, copy and legal, across five social sizes.

A creative QA agent checked every post.



GENERATED POST, SQUARE



GENERATED POST, BLOG BANNER



GENERATED BANNER

CAMPAIGN TURNAROUND

24 hours

Cut from 3 to 5 days.



Stickmen Toys

Music you can collect.

THE PROBLEM

Warner Records wanted to explore Web3 in a way that offered more than digital ownership.

THE INSIGHT

A collectible only matters if it feels like a real object. Something to hear, hold and show.

THE IDEA

5,000 toys you can hear. Free to mint, premium in every detail.

RESULT

5,000 characters, sold out in 2 hours. 102K Discord members. Covered in Hypebeast and Music Week.

CREDIT

Pitch, concept and creative direction • 2022 to 2023

5,000 toys you can hear.

Designed, modelled, rigged and lit. Then a trait system to make 5,000 of them.

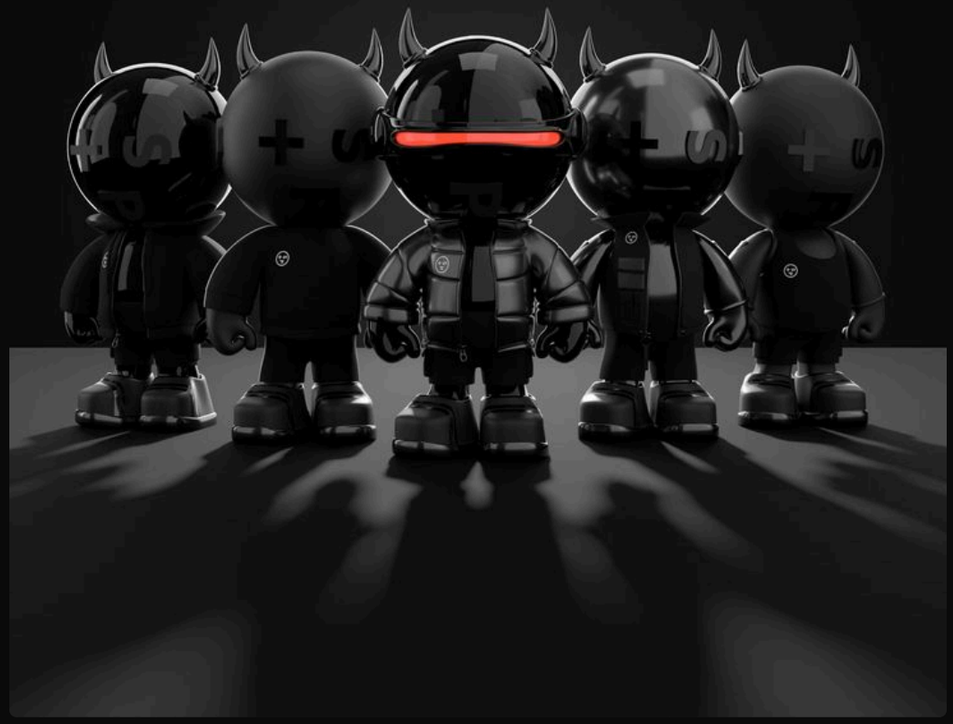
THE COLLECTION

5,000

Audio-visual characters. Sold out in 2 hours.



CHARACTER LINEUP



LINEUP IN BLACK

Characters, hardware and film.

Custom, hand-painted Bose kit for holders. Something real to keep. From sketch to sound to 3D. How the collection was made.



LAUNCH TRAILER



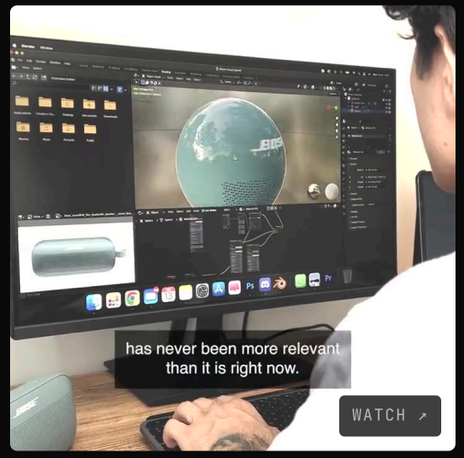
HAND-PAINTED BOSE HEADPHONES

Animated 3D characters, built around music from The Stickmen Project. Traits react to sound.



CUSTOM BOSE HARDWARE

Holders got custom, hand-painted Bose hardware.

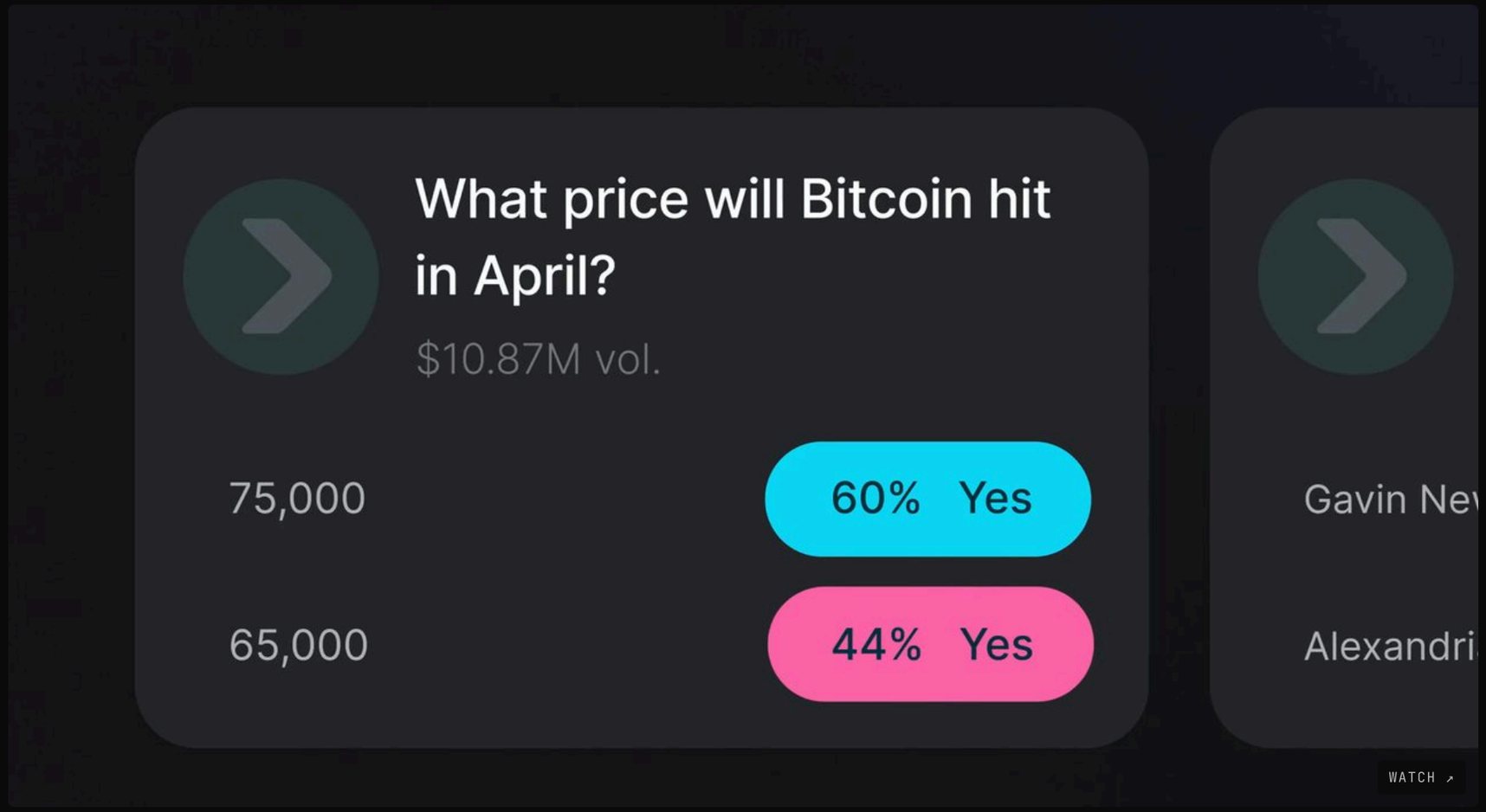


BEHIND THE SCENES

Free to mint. Premium in every detail.

Take the app apart. Rebuild it as motion.

Bitget Wallet added Predictions to its app. A way to call what happens next, from sport to markets. It needed a launch film with real energy.



PREDICTIONS LAUNCH FILM

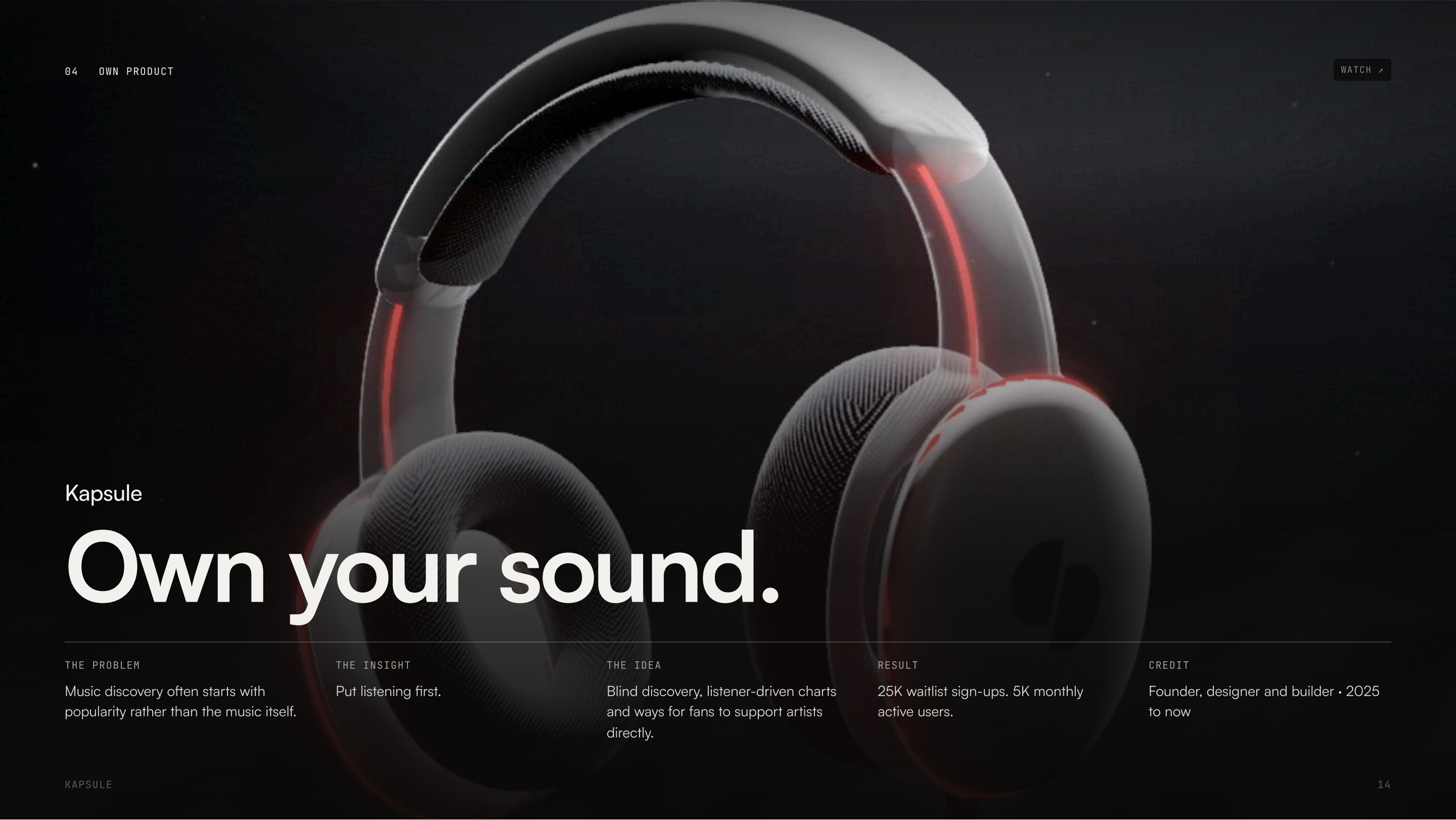
THE APPROACH

The app interface, taken apart and rebuilt in Figma.

Animated in After Effects. Sound made in Ableton.

The product is the story.

WATCH ↗



Kapsule

Own your sound.

THE PROBLEM

Music discovery often starts with popularity rather than the music itself.

THE INSIGHT

Put listening first.

THE IDEA

Blind discovery, listener-driven charts and ways for fans to support artists directly.

RESULT

25K waitlist sign-ups. 5K monthly active users.

CREDIT

Founder, designer and builder • 2025 to now

Red, black and white.

Simple enough to carry a play button and a splash screen.

Inter, in two weights. Bold for headlines. Regular for everything else.



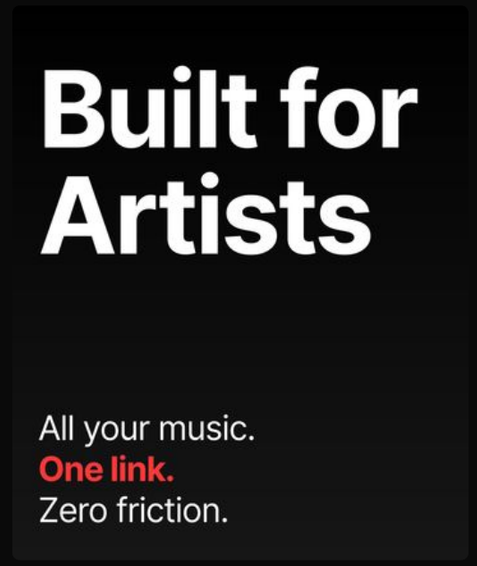
INTER



WEIGHTS



ANATOMY

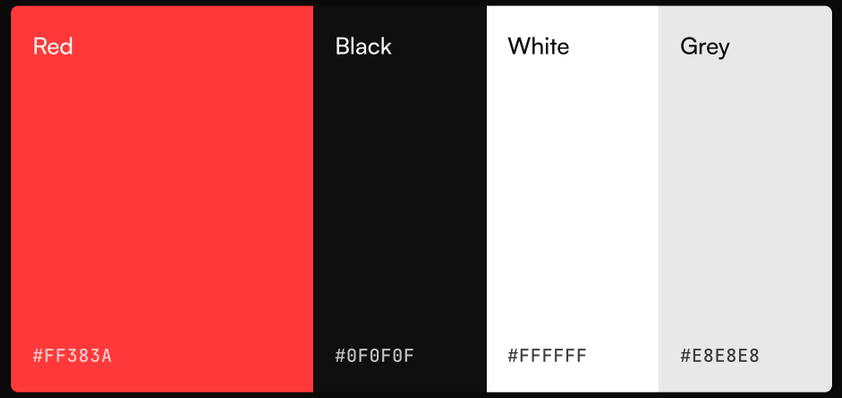


BUILT FOR ARTISTS



BRAND SYSTEM







SPLASH SCREEN

The brand out in the world.

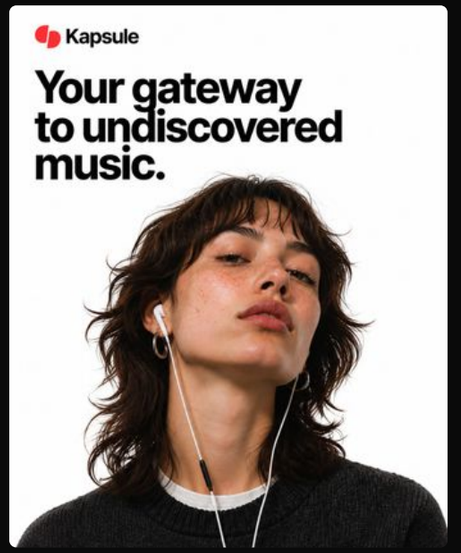
The brand out in the world, for the listeners it is built for. Concept visuals, not a live campaign.



PROMO FILM



OWN YOUR SOUND



YOUR GATEWAY



LISTEN, SWIPE, UNLOCK



3D HEADPHONES



3D HERO



THE WEBSITE

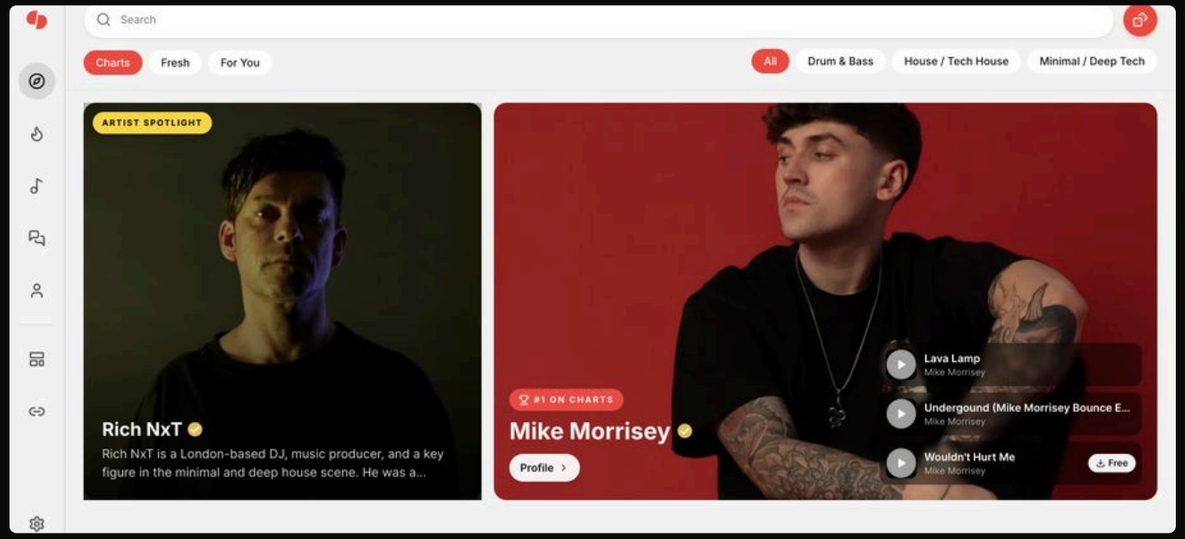


BILLBOARD

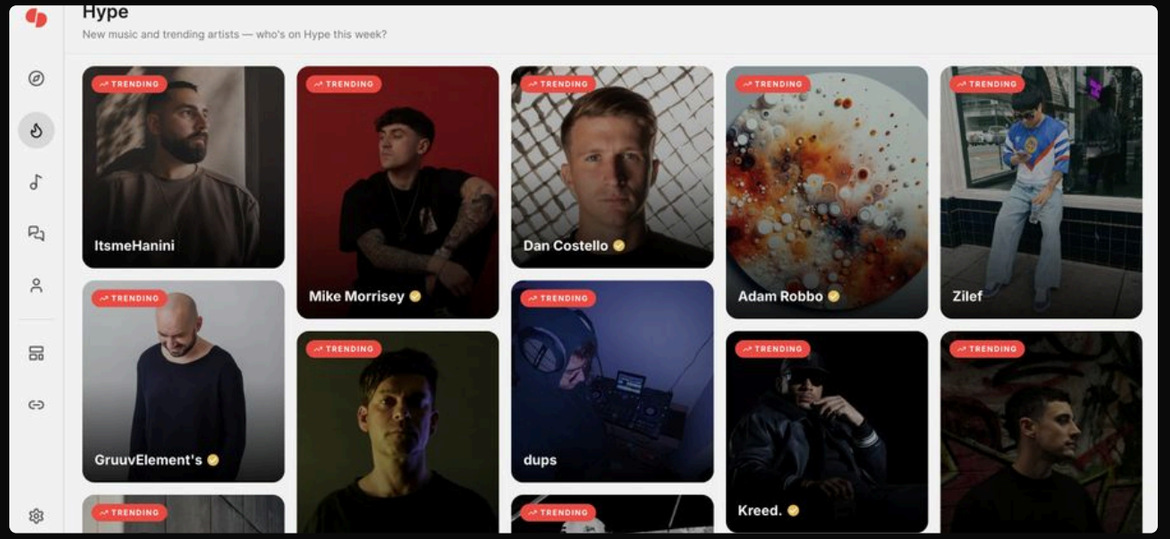
Sound-first discovery.

Artists get a link in bio, fans buy and support tracks directly.

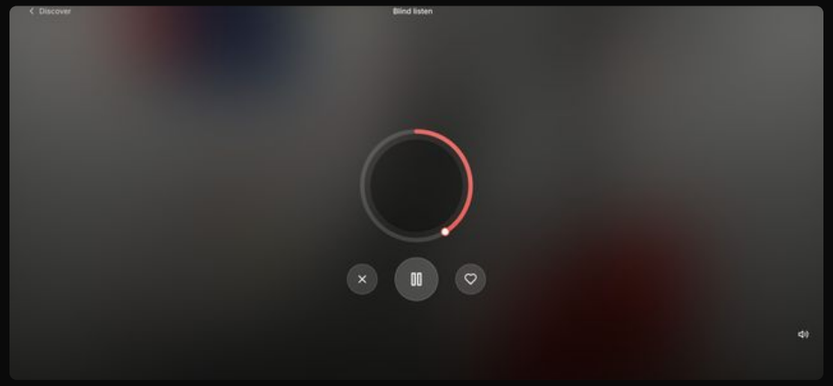
Designed independently. Built with AI-assisted development, across iOS and web.



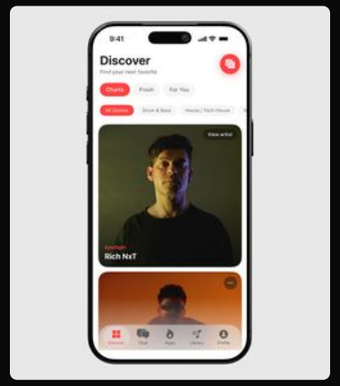
DISCOVER, ON THE WEB



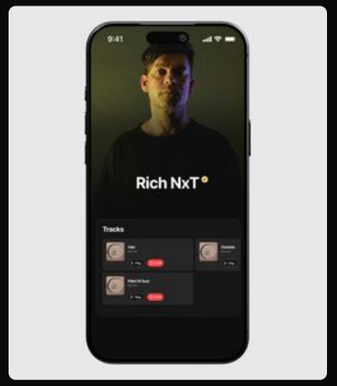
HYPE, TRENDING ARTISTS



BLIND LISTEN



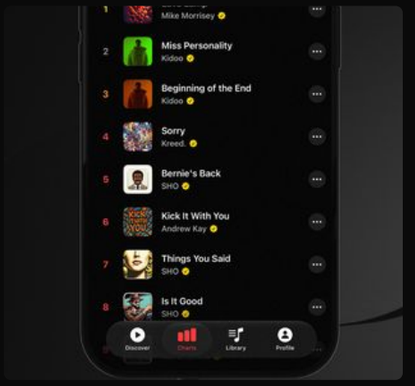
DISCOVER, ON IOS



ARTIST PAGE



THE PLAYER



CHARTS



Remo's World

One character, from screen to shelf.

THE PROBLEM

An alien I designed when I found out I was going to be a dad.

THE INSIGHT

Make it for collectors and for their kids.

THE IDEA

Remo lives as a 3D collectible, as a Bitcoin ordinal and in a printed book.

RESULT

500 one-of-a-kind collectibles, 50 Bitcoin ordinals and 1 printed children's book.

CREDIT

Creator, author and creative director • 2024

Sketch to toy.

Designed, modelled and lit in 3D. Every edition its own.

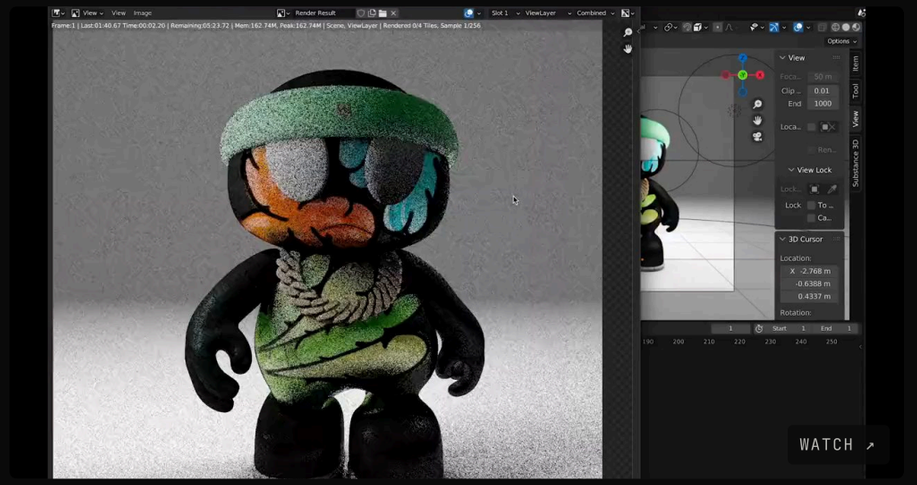
Drawn on paper, modelled in 3D, then made as real figures.



THREE FINISHES



EDITIONS



BUILDING THE LAYERS IN 3D



SKETCHES AND THE 3D MODEL



THE PHYSICAL FIGURES

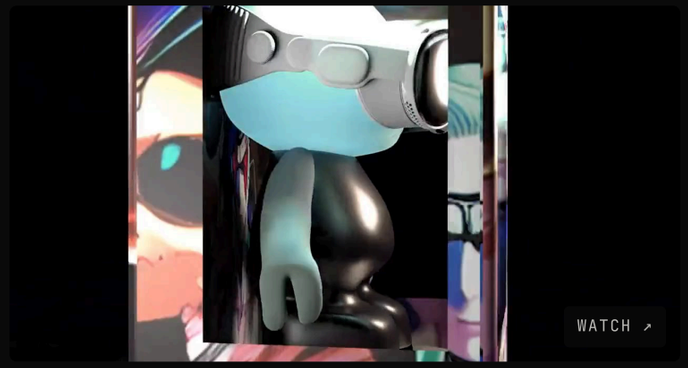


TRAILER

The drops and the book.

500 one-of-a-kind pieces on OpenSea. Then 50 Bitcoin ordinals.

Remo's Mission to the Moon. Written and illustrated by me, and in print. The book is the part you can hold.



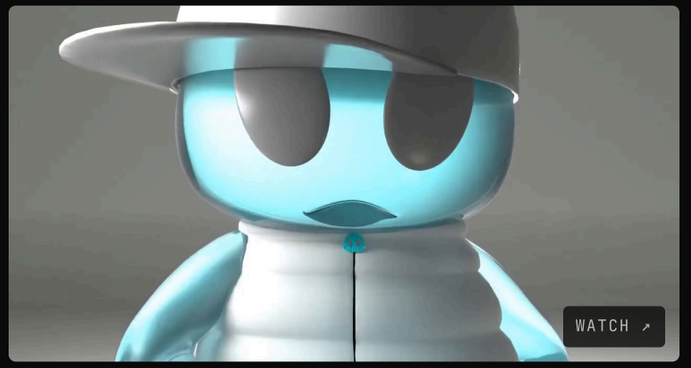
VOYAGER EDITION TEASER



A REMO ILLUSTRATION



REMO ON THE TRAIN



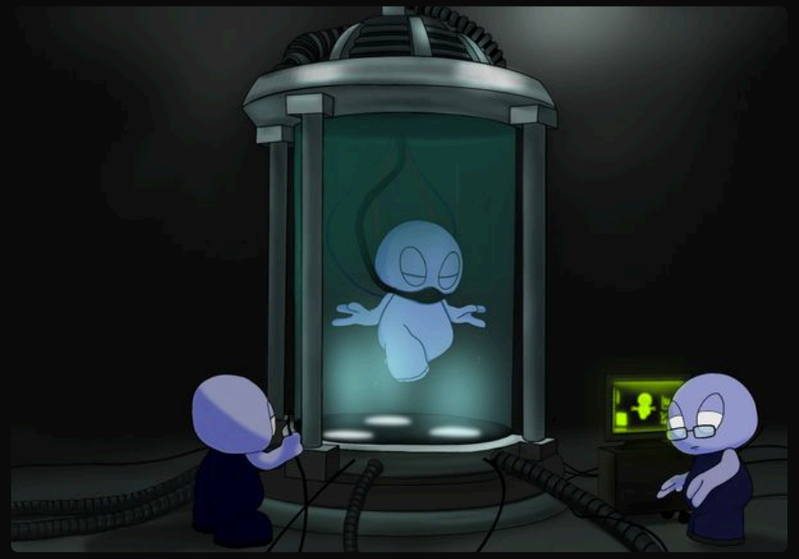
MINT COUNTDOWN



THE BOOK. THE COVER



FIRST COPIES



AN ILLUSTRATION FROM THE BOOK

WATCH ↗



SOND

Enough left.

LIVE SITE ↗

THE PROBLEM

The site talks about sensors, signals and scores, the way every sleep product does.

THE INSIGHT

Nobody wants to sleep better just to become better at sleeping.

THE IDEA

Show what becomes possible the day after.

CREDIT

Concept, brand and art direction • 2026

The pieces are already there. They just need jobs.

SOND already has a wordmark, a typeface and a palette. The system keeps them and gives each one a job. Then it adds one device every piece shares: the time stamp.



WORDMARK

Keep it. The gold O is the only colour in it.

White on Night, Night on Morning. The open O carries the gold on every surface.



TYPE

Area, already on sond.com

One family for everything. Shown here in Hanken Grotesk, a free stand-in.



THE TIME STAMP

Every piece starts with a time.

It moves the story from the night to the day after. The one device every ad, film and post shares.

Night	55%
#10161E	
The ground. Statement pages, film supers, the case display.	

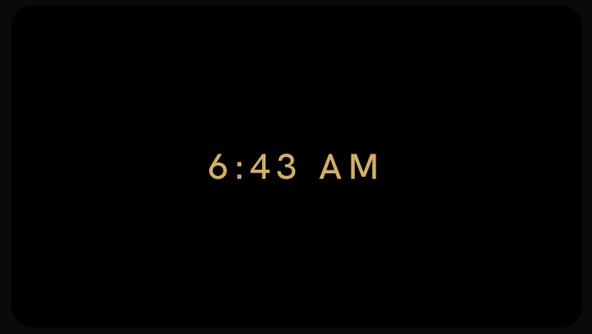
Morning	25%
#F1EEE8	
Light pages and long reading. Morning lines.	

SOND Blue	15%
#335E7B	
Work lines, buttons and quiet emphasis.	

Gold	5%
#9E7F2E	
The O in the wordmark and the time stamp. Nothing else.	

One ordinary day. No sunrise. No wellness clichés.

A storyboard for the hero film. One woman's day after a good night, told in time stamps. The Dreambuds only appear at the end, beside the bed.



01 Black screen. An alarm.



02 Cut. Already awake. Breakfast, music playing.



03 Presenting at work. Sharp. Present.



04 “Drink?” A beat. “Yeah.”



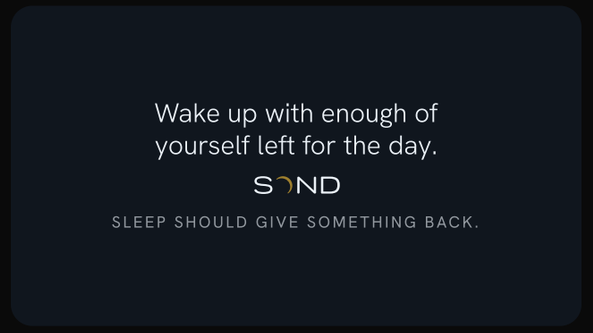
05 Dinner. Friends. Laughing.



06 Walking home.



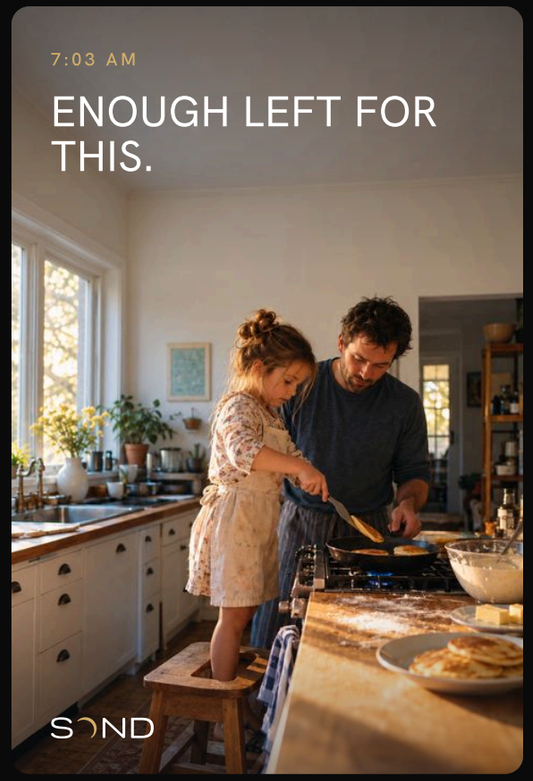
07 Only now do we see the Dreambuds, beside the bed.

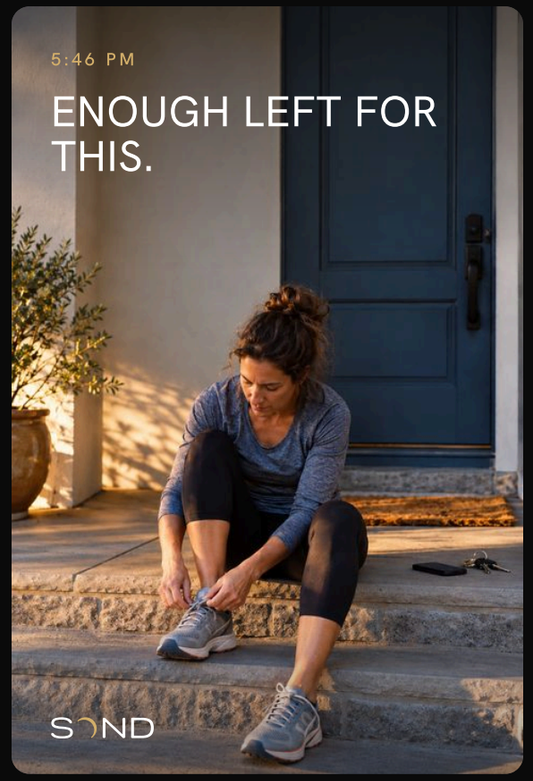


08 Super, then the endline.

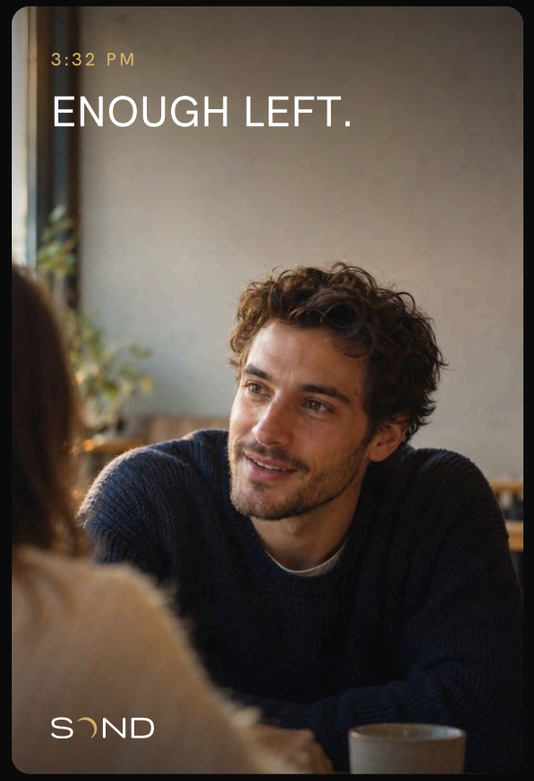
Huge photography. Almost no product.

Real moments with something still in the tank. Every poster starts with the time.









One night, in live 3D.

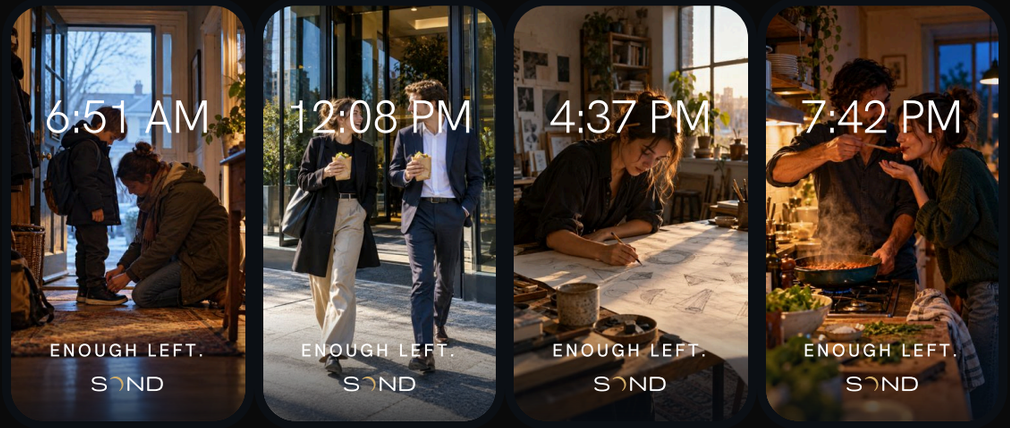
Built and working. The case and Dreambuds are a Blender model, rendered live in the browser. Scroll from 22:30 to 07:00.

Short films that start with the time. Each one ends the same way.

LIVE SITE ↗



THE LIVE SITE. ONE SCROLL THROUGH THE NIGHT



WATCH ↗



Fussy

Be fussy.

LIVE SITE ↗

THE PROBLEM

Eight great-looking case colours. Nothing tells you who each one is for.

THE INSIGHT

Being fussy just means you care about the small things.

THE IDEA

Turn fussy into a point of pride. Every colour gets a personality.

CREDIT

Concept and art direction · 2026

Every colour is a character.

The colour is the most visible choice a customer makes. So each one gets a personality and a line.



STONE GREY · QUIET TASTE. LOUD STANDARDS.



ORANGE · NOT HERE TO BLEND IN.



MIDNIGHT · LOW-KEY. HIGH STANDARDS.



LILAC · SOFT, BUT NEVER BORING.



OCEAN BLUE · COOL. CLEAR. COLLECTED.



HOT PINK · FRESH, BUT MAKE IT ICONIC.



MINT GREEN · CLEAN SLATE ENERGY.



BLUSH · SOFT TOUCH. STRONG STANDARDS.

A product page that behaves like the product.

One line that works everywhere the brand shows up, set on the case colours.

The case is a Blender model, rendered live in the browser.

LIVE SITE ↗

be fussy about *ingredients.*

be fussy about *plastic.*

be fussy about *design.*

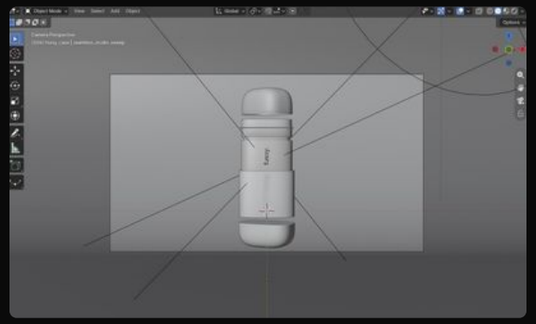
be fussy about *what touches your skin.*

be fussy about *what sits on your bathroom shelf.*

be fussy about *smelling really fucking good.*

Be fussy.

MOTION POST



THE MODEL, IN BLENDER



THE CODE. SCROLL IN, POSE OUT



THE LIVE RESULT



ONE FULL SCROLL, IN HOT PINK



Monid

A playable hero.

LANDING PAGE ↗

THE PROBLEM

Monid sells to developers. The buyer is an agent.

THE INSIGHT

The brand has to work in two places, a terminal and a timeline.

THE IDEA

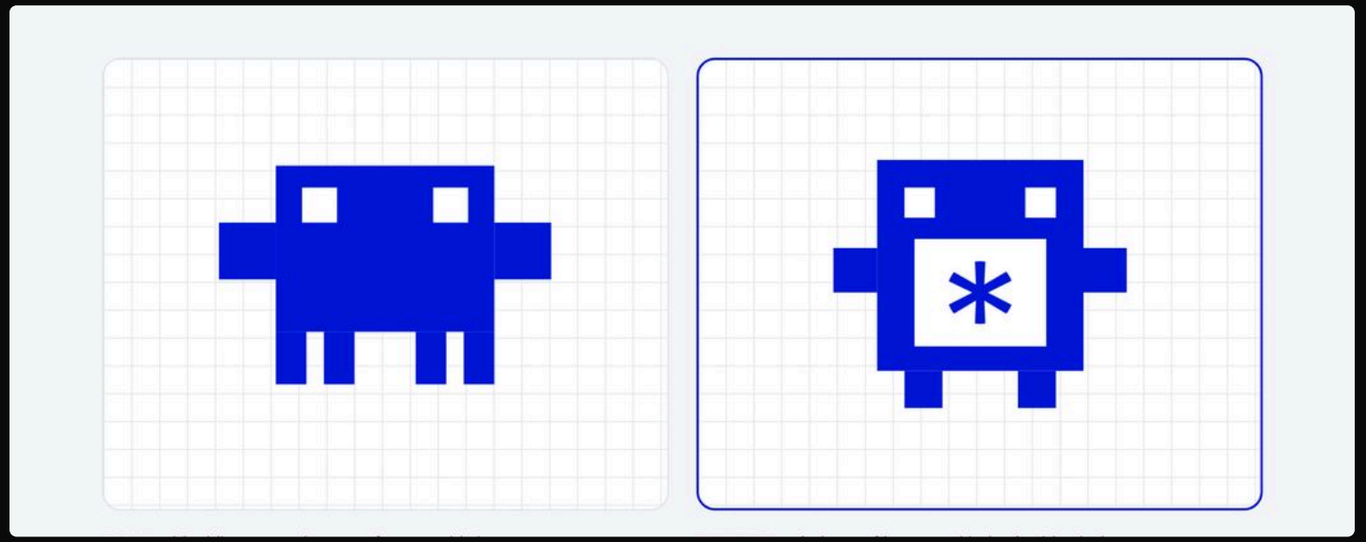
A brand built around a character. On the landing page, you get to play it.

CREDIT

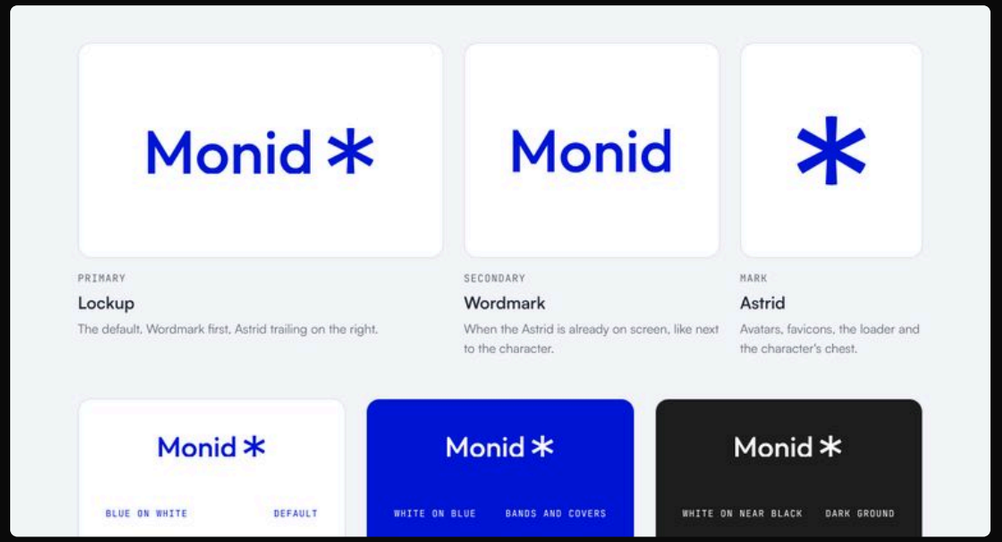
Brand system and character • 2026

Keep the character. Change the shape.

One blue. Two neutrals. Nothing else. Three faces, each with one job.



THE CHARACTER. TODAY AND PROPOSED



LOGO



THE PANEL AT WORK

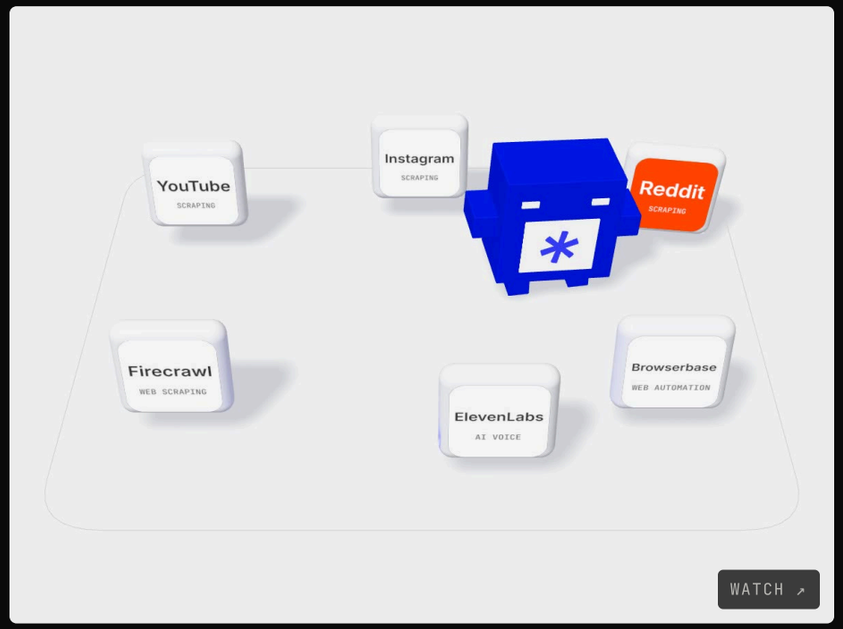


COLOUR

The hero is playable.

Walk the character into the tools to see what Monid does with each one.

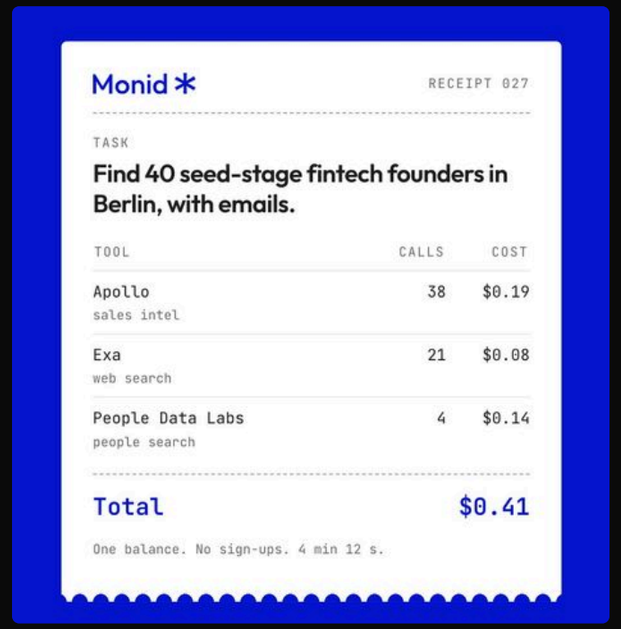
LANDING PAGE ↗



THE PLAYABLE LANDING PAGE

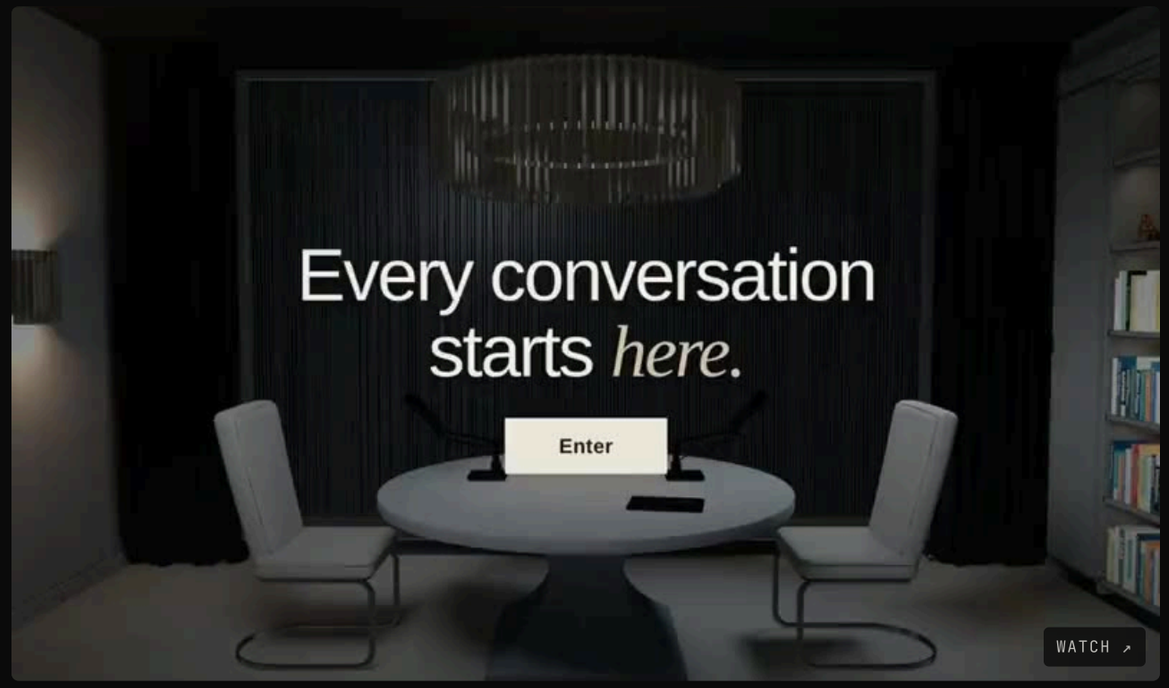


TYPOGRAPHY



RECEIPT 027

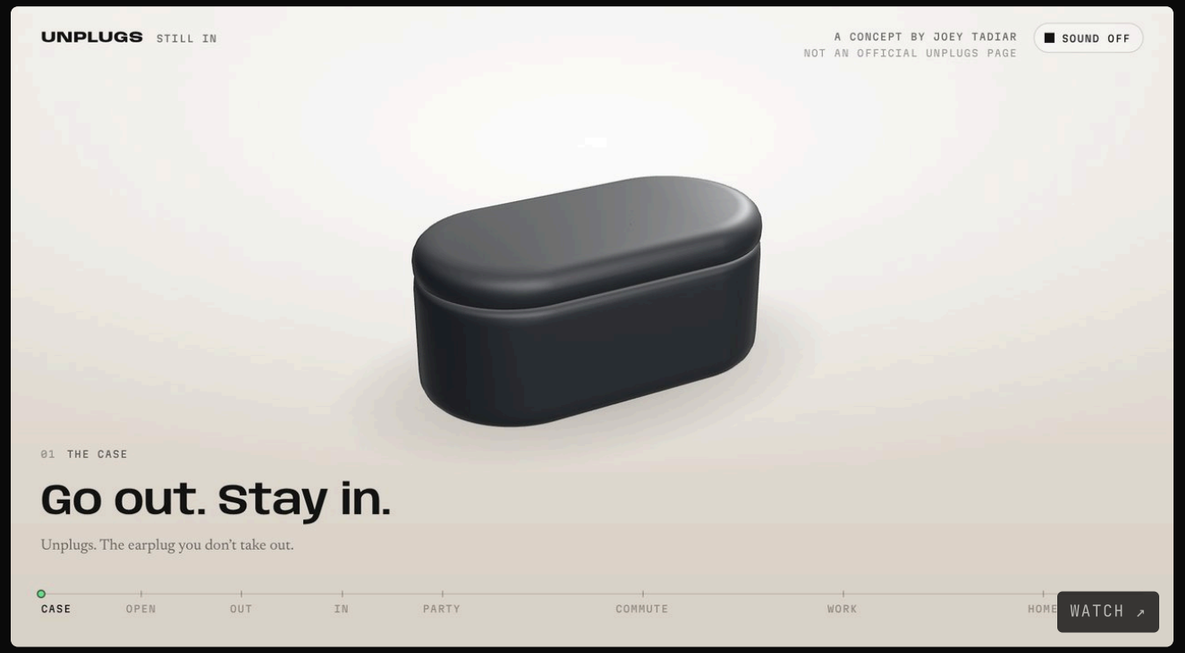
The Diary of a CEO and Unplugs.



THE DIARY OF A CEO · INDEPENDENT CONCEPT

The studio as a 3D room you can walk into. The conversations, the book and the newsletter live inside it.

LIVE SITE ↗





UNPLUGS · UNSOLICITED PITCH

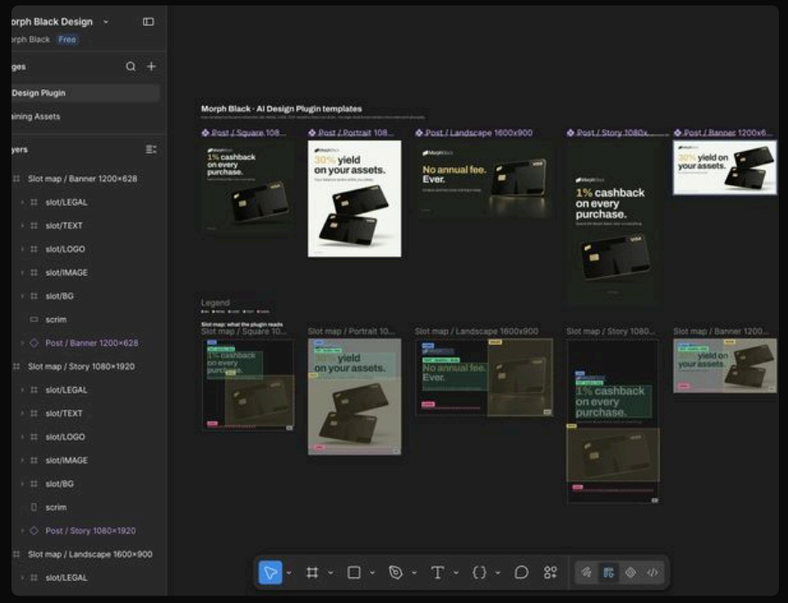
A campaign for the earplug you never have to take out. With a live 3D product site that clicks as you scroll.

LIVE SITE ↗

THE DROP. CLICK. HER NAME.

AI that makes the work, not just the ideas.

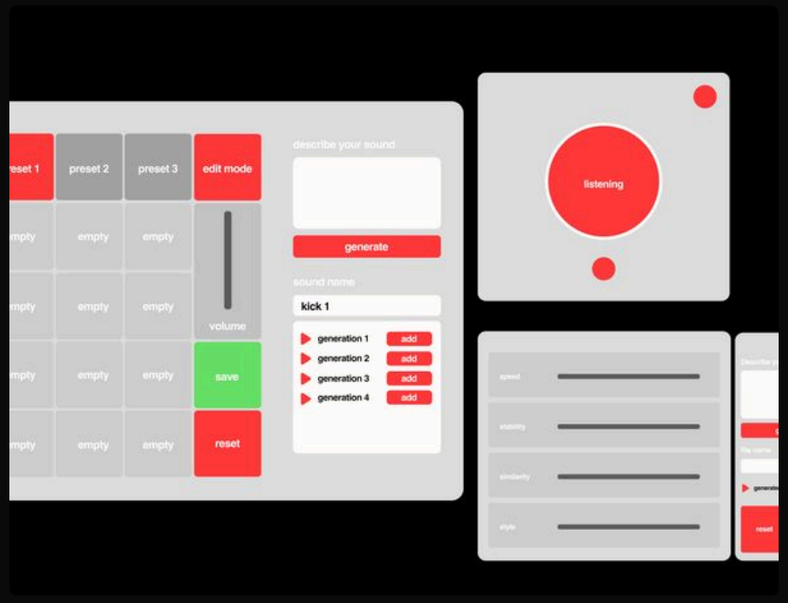
Human idea, machine iteration, human decides.



Morph 09

A brand-trained model inside a Figma plugin.

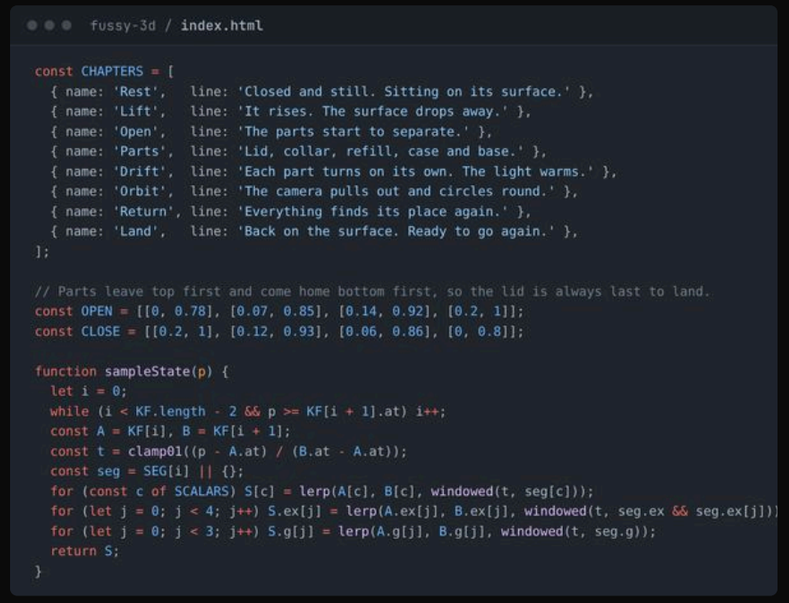
Campaign turnaround went from 3 to 5 days to 24 hours.



Kapsule 17

A music app, from brand to iOS.

Designed independently. Built with AI-assisted development, across iOS and web.



fussy-3d / index.html

```
const CHAPTERS = [
  { name: 'Rest',   line: 'Closed and still. Sitting on its surface.' },
  { name: 'Lift',   line: 'It rises. The surface drops away.' },
  { name: 'Open',   line: 'The parts start to separate.' },
  { name: 'Parts',  line: 'Lid, collar, refill, case and base.' },
  { name: 'Drift',  line: 'Each part turns on its own. The light warms.' },
  { name: 'Orbit',  line: 'The camera pulls out and circles round.' },
  { name: 'Return', line: 'Everything finds its place again.' },
  { name: 'Land',   line: 'Back on the surface. Ready to go again.' },
];

// Parts leave top first and come home bottom first, so the lid is always last to land.
const OPEN = [[0, 0.78], [0.07, 0.85], [0.14, 0.92], [0.2, 1]];
const CLOSE = [[0.2, 1], [0.12, 0.93], [0.06, 0.86], [0, 0.8]];

function sampleState(p) {
  let i = 0;
  while (i < KF.length - 2 && p >= KF[i + 1].at) i++;
  const A = KF[i], B = KF[i + 1];
  const t = clamp01((p - A.at) / (B.at - A.at));
  const seg = SEG[i] || {};
  for (const c of SCALARS) S[c] = lerp(A[c], B[c], windowed(t, seg[c]));
  for (let j = 0; j < 4; j++) S.ex[j] = lerp(A.ex[j], B.ex[j], windowed(t, seg.ex && seg.ex[j]));
  for (let j = 0; j < 3; j++) S.g[j] = lerp(A.g[j], B.g[j], windowed(t, seg.g));
  return S;
}
```

Live 3D sites 25

SOND, Fussy and Unplugs.

Blender models, rendered live in the browser. Built with AI-assisted code.

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