

Portfolio

Arkadiusz Rataj

2024

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Hi!

I am Arkadiusz Rataj - a visual artist specializing in **generative design** and interactive **AR filters** for social media platforms. My work is based on using both existing tools and creating my own to achieve unique effects in projects.

In 2023, I won **main prizes** in the "Digital Ars" and "Where Next?" competitions for artistic projects using artificial intelligence. I am motivated to support the creative industry in an innovative approach to building clients' brands. I am open to cooperation and new challenges!

Competencies

Skills

- Programming and scripting
- Creating artificial intelligence models
- Creating AR filters for Facebook and Instagram platforms
- Creating mobile and web applications
- 3D modeling
- Special effects

Software

- TouchDesigner
- Meta Spark Studio
- Unreal Engine 5
- Unity
- Blender
- Houdini
- Visual Studio Code

Generative design

Generative design is an innovative approach to the branding process that uses algorithms and artificial intelligence to generate unique, dynamic and variable visual elements. In the context of a branding strategy, generative design allows you to create flexible visual identities that can adapt to various media, platforms and changing customer needs.

Examples of generative design:

- **Creating graphics and patterns:** automatic generation of graphics and patterns, e.g. for designing posters, product packaging or visual identification elements, which allows you to quickly explore different concepts.
- **Content personalization:** personalizing content based on audience demographics or preferences, e.g. generating personalized ads, newsletters or products, which strengthens engagement and relationships with customers.
- **Creating interactive experiences:** creating interactive experiences, such as interactive art installations or mobile applications, that respond to user behavior, making the experience more engaging and unique.

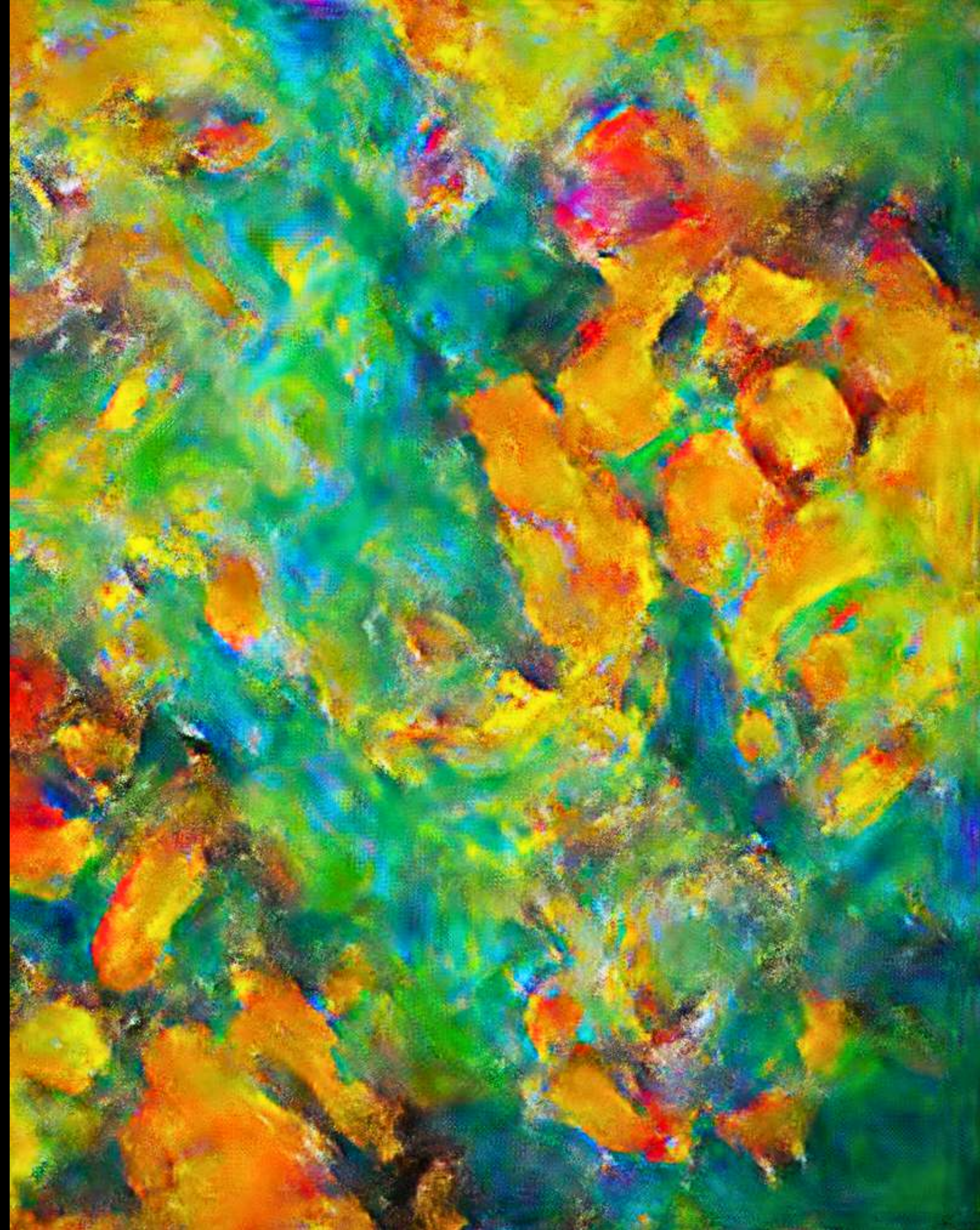
"Flavor Machine"

2023



An original artificial intelligence model that generates images based on the selected blend of whisky flavors.

The project, created for the Glenfiddich brand, won the main prize in the "Where Next?" competition in 2023.





"Clouds"

2023



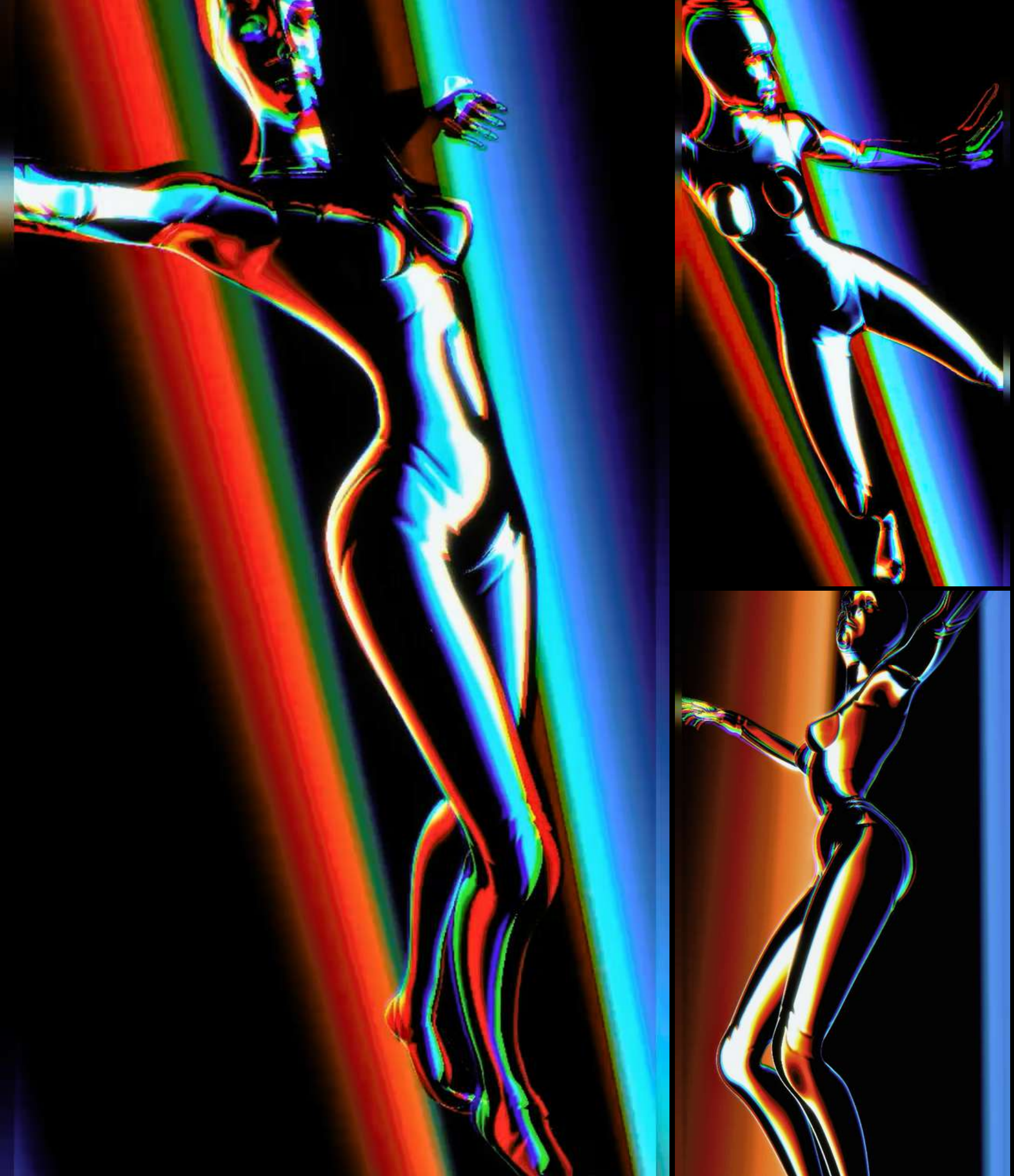
A series of photos of clouds with superimposed visualization created by the original artificial intelligence model.

The work won the first prize in the "Digital Ars" competition in 2023.

Audio visualization: dancing android

2024

Dynamic audio visualization in real time,
presenting an original 3D model performing "belly
dance".





Audio visualization: rings

2024



Selected sound components control the speed of rotation of the rings, while its intensity affects the brightness of the image.
The visualization accompanies live music.

A bracelet illustrating a chemical process

2024



The jewelry pattern was created as a result of simulating the process of mixing two substances.

The model can be printed on a 3D printer.



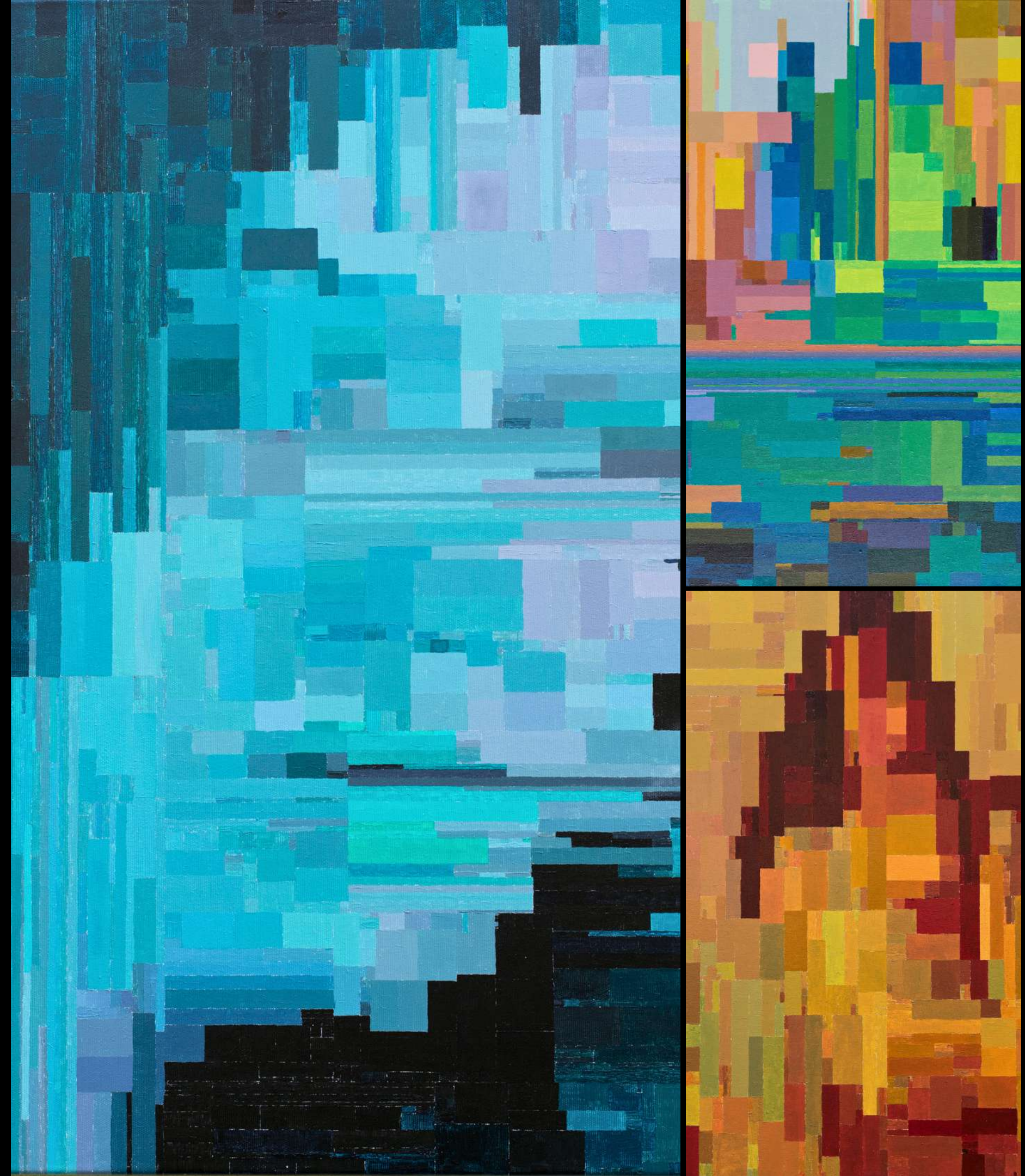
Algorithmic paintings

2018-2020

A series of acrylic, hand-painted paintings which structure illustrates the selected algorithms.

The photos below show paintings created by using Euclid's algorithm.

The dimensions of the paintings range from 50x70 cm to 120x100 cm.



AR filters on Facebook and Instagram platforms are an innovative tool in branding, enabling interaction with recipients in an eye-catching way. These virtual overlays, powered by augmented reality technology, allow brands to create interactive and personalized experiences that stand out in a crowded social media landscape.

Examples of using AR filters:

- **Product promotion:** filters allow users to virtually test products, e.g. by trying out different shades of cosmetics, which supports conscious shopping.
- **Interactive marketing campaigns:** AR filters engage users in interactive campaigns, e.g. by "trying on" clothes in a virtual mode, thereby increasing engagement and brand awareness.
- **Special Events:** Filters add value to special events, such as movie premieres, by allowing interactive exploration of scenes from the movie or sharing photos with characters, which enriches the experience of participants.



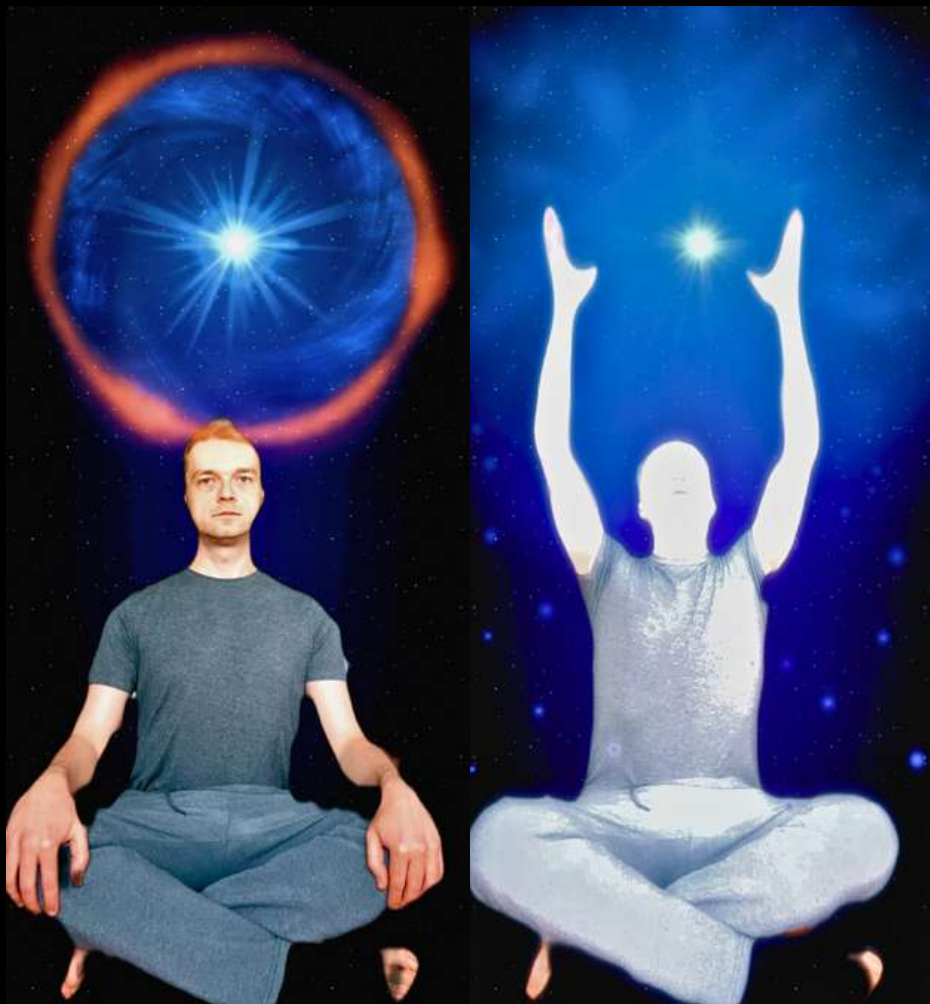
"Identity"

2023

The interactive version of the painting with the same title raises the question about the status of identity created only in a visual and intentional form, which often takes place in social media.

"Stardust"

2023



The movement of the viewer's hands controls the visualization of the nebula, which at its peak bursts with energy beams. The work points to the non-obvious connection between humans and star dust, expressed in the chemical origin and evolution of planets.



"Intimacy"

2023

The filter adds a narrative layer to the actual image of the same title. Thanks to augmented reality, the woman "emerges" from the illustration to play a kind of game with the viewer.



Mobile apps

Mobile apps are an extremely effective branding tool, enabling companies to interact directly with customers and build a strong relationship with the brand. They provide the opportunity to create personalized and interactive experiences that engage users at various stages of their journey with the brand.

Examples of mobile applications:

- **Product presentation:** AR applications can allow customers to explore products in a virtual way, which increases brand engagement and loyalty.
- **Customer relationship:** occasional applications accompanying specific events (exhibitions, festivals, concerts) enable companies to build relationships with customers by providing personalized information, offers or experiences related to a given event.

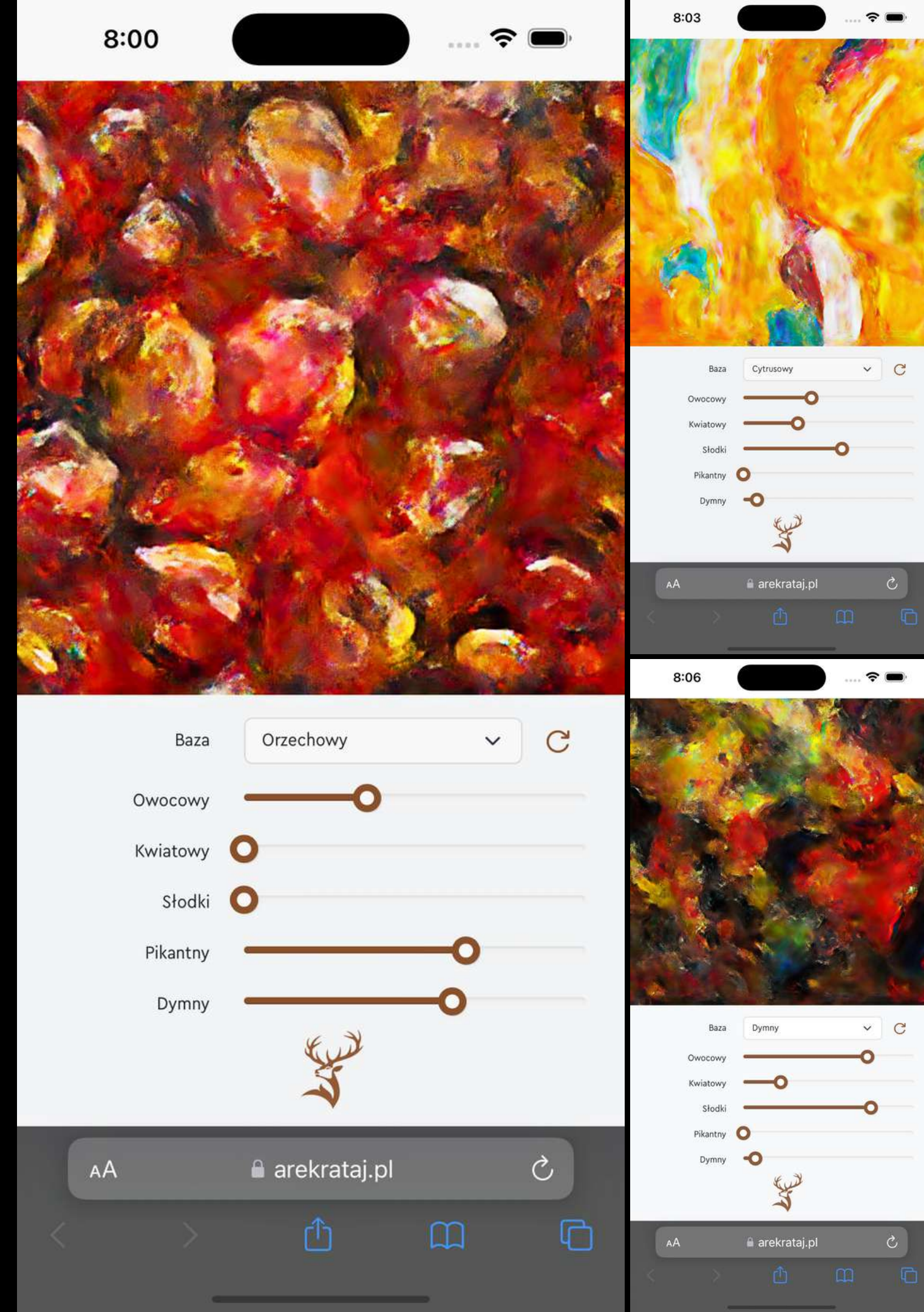
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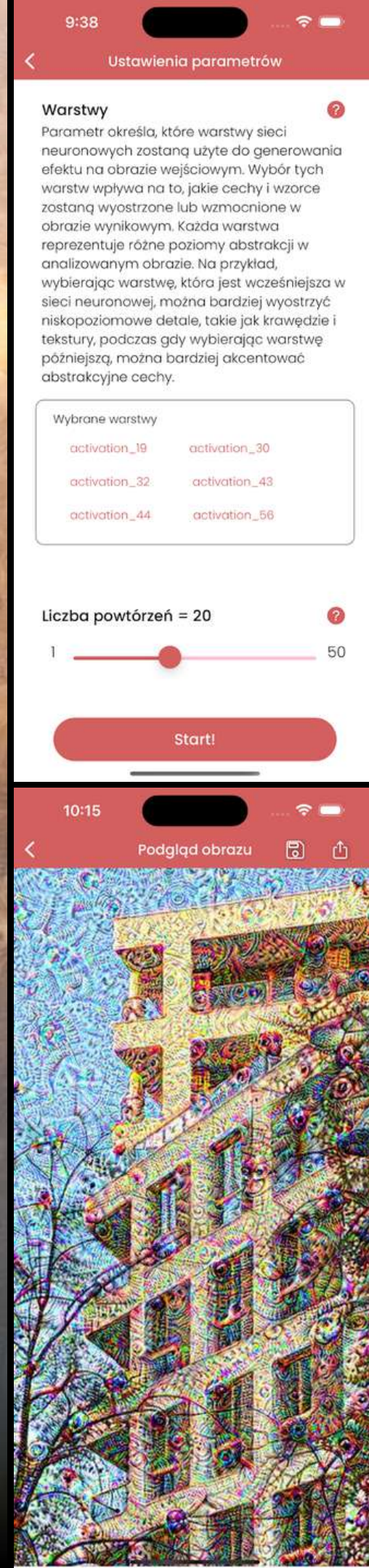
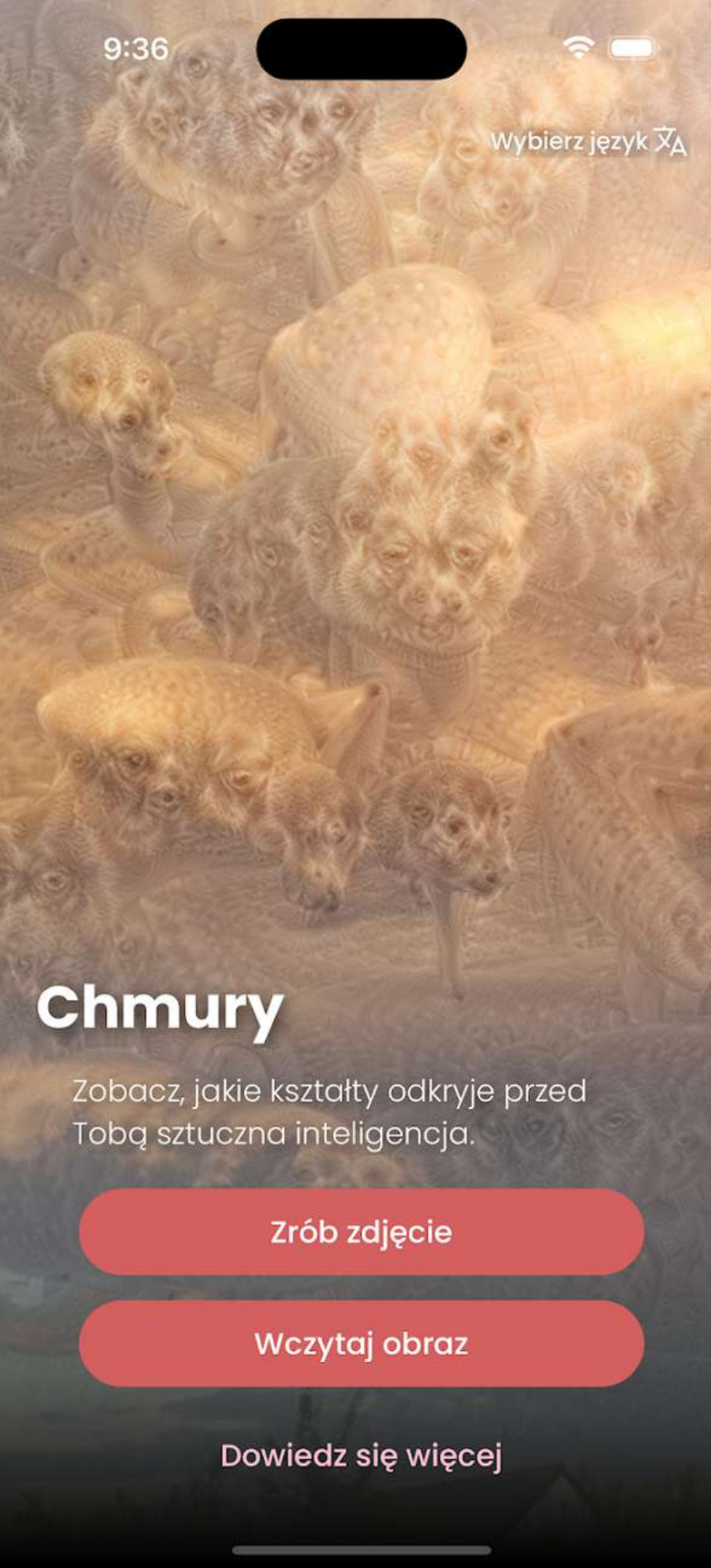
website

2023

An interactive online version of the previously presented artificial intelligence model that generates images based on the selected blend of whiskey flavors. In the online version, users have the opportunity to experiment with the model and generate their own images.

The project was created for the Glenfiddich brand and won the main prize in the "Where Next?" competition.





"Clouds"

mobile version (Android, iOS)

2023

An interactive version of the "Clouds" project, thanks to which users can set the algorithm parameters themselves and generate images based on their photos.

The aim of the project is to provide an artificial intelligence model in an accessible form and to encourage viewers to explore the topic on their own.

The application accompanied the "Digital Ars Festival" in 2023.

„Molecular Cooking Game”

2022-2023



App commissioned by the “Art & Science Synergy Foundation” in Berlin for the “CHIC Innovation Consortium Project / EU Horizon 2000” project. It is an AR mobile game whose goal is to prepare two dishes according to the recipes of molecular gastronomy masters.

The aim of the project is to raise awareness about healthy food and alternative ingredients.

Contact

I offer a **free** one-hour online meeting during which we will discuss the possibilities of cooperation.

I invite you to take advantage of this opportunity to clearly define your needs and goals before deciding on cooperation.

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