

IZABELLA ZACHARSKI

AI CREATIVE DESIGNER & VISUAL STORYTELLER

Photorealistic visuals. Generative AI. Performance-minded creative.



I create and scale visual concepts using generative AI, creative systems, and performance feedback - moving from research and concept through production, QA, variation, and optimization.

POSITIONING

Creative systems built for speed, quality, and learning.

A portfolio tailored to AI visual production and performance creative. Speculative visual concepts are clearly identified; performance results shown are from professional campaign work.

01

RESEARCH & INSIGHT

Audience, competitor, creator, hook, offer, and visual-trend research translated into actionable creative directions.

02

AI VISUAL PRODUCTION

Prompt strategy, generation, variation, realism review, compositing, editing, and channel adaptation.

03

ITERATION & TESTING

Multiple hooks, formats, scenes, and visual angles designed to create a useful testing matrix - not one-off art.

04

PERFORMANCE FEEDBACK

CTR, engagement, activation, conversion-path signals, and qualitative feedback used to inform what gets made next.

REAL PERFORMANCE PROOF

+53%

CTR improvement

+8%

open-rate improvement

+128%

activation improvement

200K+

members reached monthly



SPEC CONCEPT

LUXURY FRAGRANCE

Photorealistic Product Storytelling

CREATIVE OBJECTIVE

Create a premium launch system that makes one hero product feel cinematic, tactile, and channel-ready without relying on a traditional photo shoot.

APPROACH

- Build a hero visual language around warm glass, florals, reflections, and soft luxury lighting.
- Generate multiple compositions for paid social, landing pages, and launch storytelling.
- QA bottle geometry, labels, reflections, glass realism, shadows, and visual hierarchy before final polish.

TOOLS

Midjourney

Photoshop

Figma

NanoBanana Pro

TESTING RATIONALE

Testing lens: product-only vs. lifestyle context; centered hero vs. asymmetric crop; warm romance vs. cleaner editorial treatment.

SPEC CONCEPT

SKINCARE

Conversion-Focused Beauty Creative

CREATIVE OBJECTIVE

Turn a single skincare proposition into a modular performance-creative system spanning photorealistic talent, product detail, and benefit-led variants.

APPROACH

- Develop beauty imagery with a high-realism standard for skin texture, hands, packaging, and lighting.
- Create visual-angle variants that can support different hooks, claims, and audience states.
- Design each frame to leave usable copy space and adapt cleanly across social and landing-page placements.

TOOLS

Midjourney

Runway

Photoshop

Figma

ChatGPT

TESTING RATIONALE

Testing lens: face-forward authority vs. product-forward clarity; close crop vs. contextual beauty scene; clinical vs. sensorial visual language.





SPEC CONCEPT

WELLNESS / UGC

Native-Looking Lifestyle Creative

CREATIVE OBJECTIVE

Create social-first imagery that feels lived-in and creator-native while maintaining product legibility and enough polish for paid acquisition.

APPROACH

- Use everyday fitness and travel moments rather than traditional studio-ad compositions.
- Build variants around different moments of use, environments, crops, and product prominence.
- Preserve realistic anatomy, grip, product scale, shadows, and environmental consistency.

TOOLS

Midjourney

CapCut

Canva

Photoshop

TESTING RATIONALE

Testing lens: creator POV vs. aspirational lifestyle; product in-hand vs. product close-up; utility hook vs. identity/lifestyle hook.

SPEC CONCEPT

HOME GOODS

E-commerce Lifestyle System

CREATIVE OBJECTIVE

Show how one product category can live across elevated interiors while retaining believable materials, scale, and a consistent visual point of view.

APPROACH

- Generate lifestyle environments that feel editorial but still product-led.
- Create room, detail, and alternate-angle assets for PDP, marketplace, social, and retargeting use.
- Review perspective, material texture, lighting direction, repetition artifacts, and spatial logic.

TOOLS

Midjourney

Photoshop

Figma

Canva

TESTING RATIONALE

Testing lens: room transformation vs. product detail; bright natural daylight vs. warm evening mood; minimal vs. styled environment.





SPEC CONCEPT

FASHION / ACCESSORIES

Collection Launch & Variant Scaling

CREATIVE OBJECTIVE

Build a launch family from a consistent fashion direction: hero talent, product details, alternate crops, and social-first derivatives.

APPROACH

- Establish a repeatable visual language for talent, styling, lighting, and accessory presentation.
- Create a suite rather than a single image so campaign touchpoints feel intentionally connected.
- Retouch and QA hands, straps, hardware, logos, texture, and product geometry.

TOOLS

Midjourney

Photoshop

Figma

InDesign

TESTING RATIONALE

Testing lens: model-led aspiration vs. product craftsmanship; warm editorial light vs. clean catalog light; close-up detail vs. full look.



SPEC CONCEPT

HEALTH & WELLNESS

Performance Variant Matrix

CREATIVE OBJECTIVE

Use one product as the anchor for a deliberately varied set of visual hooks that can support structured testing across paid media.

APPROACH

- Create product hero, ingredient/nature, use-case, and lifestyle-context directions.
- Keep packaging recognition stable while changing visual narrative and attention device.
- Document what changes between variants so performance learnings can inform the next creative round.

TOOLS

Midjourney

Photoshop

Figma

Canva

CapCut

TESTING RATIONALE

Testing lens: ingredient story vs. outcome story; clean product hero vs. dynamic splash; premium wellness vs. everyday accessibility.

PROOF + PROCESS

Creative judgment backed by operating rigor.

The differentiator is not just generating attractive images. It is building a repeatable system that produces useful variants, catches AI failure modes, and learns from performance.

SELECTED PROFESSIONAL RESULTS

+53% CTR improvement to 16.61%

+8% open-rate improvement

+128% activation improvement

200K+ members reached monthly

Results from Transcarent campaign/lifecycle work; not attributed to the spec concepts in this portfolio.

AI CREATIVE WORKFLOW

1. RESEARCH Audience, competitor, hooks, offer, channel, visual references.

2. CONCEPT Creative territories, prompts, scenes, visual angles, copy-space planning.

3. GENERATE Image/video generation, controlled variation, reference-driven iteration.

4. QA + POLISH Anatomy, product geometry, labels, lighting, texture, artifacts, composition.

5. ADAPT Static, social, landing page, short-form motion, alternate crops and formats.

6. LEARN Performance and feedback translated into the next test

CORE TOOLKIT

- Midjourney
- Runway
- Veo3
- Kling
- Flux
- Seedance
- NanoBanana Pro
- OpenArt
- Photoshop
- Figma
- Canva
- CapCut
- ChatGPT
- Claude
- Claude

LET'S CREATE SOMETHING IMPACTFUL.

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