



Art3D
studio

2025

AI GENERATED IMAGES PORTOLIO & DEMOS

Carlos David Perez Romero

The Netherlands

2025

LEIDEN BIO SCIENCE PARK

Events - Marketing assets
Leiden , The Netherlands

One of our most impactful projects was the development of the Job Portal for Human Capital at Leiden Bio Science Park, a renowned biotechnology innovation hub hosting leading companies and research laboratories. We were commissioned to adapt and implement the brand's visual identity across the platform, ensuring a consistent and professional presence throughout the site and their community online.

As part of the visual strategy, an AI-generated character was created and repeated throughout the portal, establishing a consistent and recognizable visual narrative. Additionally, assets of generic individuals working in the laboratory were developed, addressing the challenge of accurately representing specialized equipment and materials that are not always available in standard AI models.

These assets were created using Stable Diffusion ComfyUI and post-processed in Photoshop to ensure full integration with the overall branding.

Software:

Stable Diffusion
ComfyUI
Photoshop



2025

LEIDEN BIO SCIENCE PARK

Events - Marketing assets
Leiden , The Netherlands

One of our most impactful projects was the development of the Job Portal for Human Capital at Leiden Bio Science Park, a renowned biotechnology innovation hub hosting leading companies and research laboratories. We were commissioned to adapt and implement the brand's visual identity across the platform, ensuring a consistent and professional presence throughout the site and their community online.

As part of the visual strategy, an AI-generated character was created and repeated throughout the portal, establishing a consistent and recognizable visual narrative. Additionally, assets of generic individuals working in the laboratory were developed, addressing the challenge of accurately representing specialized equipment and materials that are not always available in standard AI models.

These assets were created using Stable Diffusion ComfyUI and post-processed in Photoshop to ensure full integration with the overall branding.

Software:

Stable Diffusion
ComfyUI
Photoshop



2025

Visual Style for images

DPI [Dutch Polymer Institute]
Eindhoven, The Netherlands

After a soft rebrand by the marketing team in the Dutch Polymer Institute they needed to create a visual style for their communications.

They needed a style that would encapsulate their visual style: fresh, tech modern but also classic and elegant with the possibility to apply generated images or also apply it to photographs on their events.

After a whole creative process where we established the visual needs and how the visual style should communicate on the images, we did several tests for the look and feel we came up with a visual style that was impactful, elegant and appealing so we could create assets for every corner of their marketing needs, and integrating the colors of the company to reinforce the identity.

We created a pipeline so we can generate the same creative results with consistent results and very quickly

Software:

Stable Diffusion
ComfyUI
Photoshop



2025

Visual Style for images

DPI [Dutch Polymer Institute]
Eindhoven, The Netherlands

After a soft rebrand by the marketing team in the Dutch Polymer Institute they needed to create a visual style for their communications.

They needed a style that would encapsulate their visual style: fresh, tech modern but also classic and elegant with the possibility to apply generated images or also apply it to photographs on their events.

After a whole creative process where we established the visual needs and how the visual style should communicate on the images, we did several tests for the look and feel we came up with a visual style that was impactful, elegant and appealing so we could create assets for every corner of their marketing needs, and integrating the colors of the company to reinforce the identity.

We created a pipeline so we can generate the same creative results with consistent results and very quickly

Software:

Stable Diffusion
ComfyUI
Photoshop



2025

Assets for web environment

360Pharma

Leiden, The Netherlands

During our collaboration with LBSP, for the branding of the Job Portal project, Pharma360 (the company that built the code for the website) showed interest in the work and requested a fresh visual contributions for their own corporate website.

For Pharma360, Art3studio developed a series of illustrations designed to strengthen communication and highlight professional collaboration. The visuals were conceived with a photographic style, portraying individuals in work environments to convey clarity, trust, and teamwork.

All assets were produced using Stable Diffusion XL and ComfyUI, and post-processed and composed in Photoshop ensuring precise control over the artistic direction while maintaining consistency across the visual language.

Software:

Stable Diffusion

ComfyUI

Photoshop



2024

Car/Motorcycle Course Images

NuTheorie -Orange Uni Studio
Limassol Cyprus [Remote]

OrangeUni is a creative agency that specializes in creating digital content.. Working for them, I was assigned to create images and content for their largest client in the Netherlands: NuTheorie.

NuTheorie is a Dutch driving school that offers theoretical courses to obtain a car and motorcycle driving license. They are the pioneers and the best school in the Netherlands, and they are also the largest company in the country dedicated to this field.

This are some of the many examples of images we generated. The images are about traffic situations or situations in general to pass the driving test, which in the Netherlands is always a bit complicated. They take advantage of AI generation for characters or particular situations.

This technology was adopted in January and I was the pioneer together with my team to take this pipeline to **real production**. Software is varied from Stable Diffusion/ Adobe Firefly and Photoshop



2024

Photoshoot Model Study

Meroda Cosmetics [Test]
The Hague, The Netherlands

This case study is based on a proposal to Meroda Cosmetics to explore the possibility of recreating two of their models using AI (non-commercially and purely for technological experimentation). The individuals were selected randomly, based on those appearing in the Hero Section on a given day and another from the About Us page.

While the results were highly satisfactory, this material will not be used in any of Meroda's communications, adhering strictly to ethical and professional standards. The study aimed to assess how closely current AI technology can replicate individuals and explore creating entirely new 'characters' or 'influencers' for the brand.

No commercial use has been or will be made of this material. Every precaution was taken to respect the rights and likeness of the individuals involved. This project was strictly for research and development purposes to demonstrate the capabilities of AI technology.

Software:

Photoshop
Stable Diffusion
ComfyUI

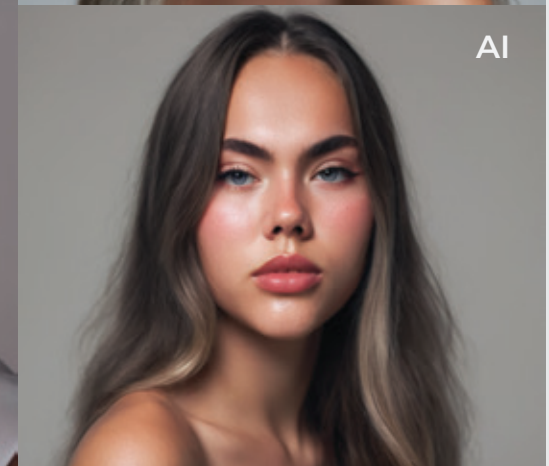
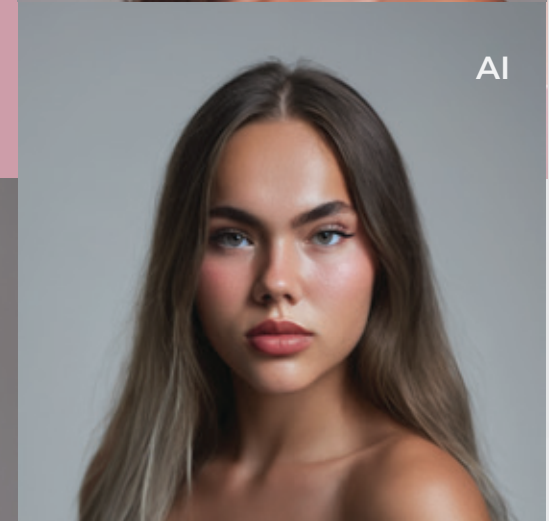
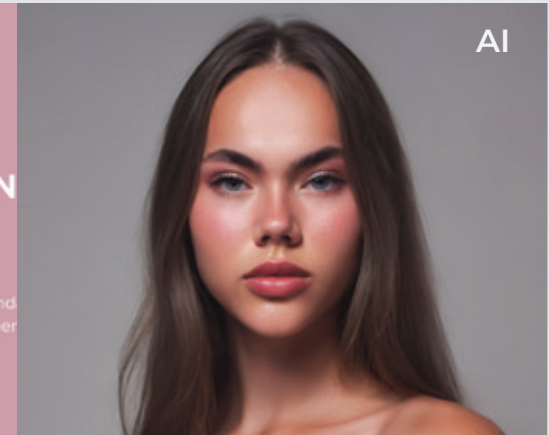


Real Model

CHANGING
FOUNDATION
SPF 30

Geniet van de zomer met Changing Found
met SPF 30 voor extra bescherming tege

SHOP NU



2024

Photoshoot Model Study

Meroda Cosmetics [Test]
The Hague, The Netherlands

This case study is based on a proposal to Meroda Cosmetics to explore the possibility of recreating two of their models using AI (non-commercially and purely for technological experimentation). The individuals were selected randomly, based on those appearing in the Hero Section on a given day and another from the About Us page.

While the results were highly satisfactory, this material will not be used in any of Meroda's communications, adhering strictly to ethical and professional standards. The study aimed to assess how closely current AI technology can replicate individuals and explore creating entirely new 'characters' or 'influencers' for the brand.

No commercial use has been or will be made of this material. Every precaution was taken to respect the rights and likeness of the individuals involved. This project was strictly for research and development purposes to demonstrate the capabilities of AI technology.

Software:

Photoshop
Stable Diffusion
ComfyUI

Real Model



Waarom meedoen?

AI onze producten zijn non-comedogeen en 100% dierproefvrij. Wij geven om jou, wij geven om iedereen. Op onze manier verstrekken wij een breed scala een hoogwaardige en multifunctionele make-up producten die gemakkelijk te gebruiken en levensbestendig zijn.

AI Generated



AI



AI



2024

Scene Relighting Product Image

Merora Cosmetics (Test)
The Hague, The Netherlands

This case study highlights a project focused on repurposing 2 of the existing product shots already on the Meroda storw to create new, engaging visuals quickly and cost-effectively. Starting with the brand's images—simple shots on white backgrounds—the process used AI tools to recalculate lighting like we did on the previous exaample and generate entirely new contexts.

For instance, the same product was transformed into a tropical beach setting for summer and a cozy, festive scene for the holidays. (Or also a Snow winter environment for the lipstick

This approach eliminates the need for costly and time-intensive reshoots, allowing brands to produce high-quality visuals tailored for social media and seasonal campaigns while maximizing the value of their existing assets, and giving creative liberty to explore places that are impossible to go and film with photorealistic quality.

Software:

Stable Diffusion
ComfyUI
Photoshop



2024

Scene Relighting Product Image

Merora Cosmetics (Test)
The Hague, The Netherlands

This case study highlights a project focused on repurposing 2 of the existing product shots already on the Meroda storw to create new, engaging visuals quickly and cost-effectively. Starting with the brand's images—simple shots on white backgrounds—the process used AI tools to recalculate lighting like we did on the previous exaample and generate entirely new contexts.

For instance, the same product was transformed into a tropical beach setting for summer and a cozy, festive scene for the holidays. (Or also a Snow winter environment for the lipstick

This approach eliminates the need for costly and time-intensive reshoots, allowing brands to produce high-quality visuals tailored for social media and seasonal campaigns while maximizing the value of their existing assets, and giving creative liberty to explore places that are impossible to go and film with photorealistic quality.

Software:

Stable Diffusion
ComfyUI
Photoshop



2024

Photorealistic Portrait SDXL

Art3dStudio

The Hague, The Netherlands

This image is generated to test the hyperrealism capabilities offered by Stable Diffusion in its new XL model, without any particular art direction but more as research of the capabilities of the model.

With various parameters trying to test the software's photography features, it presents us with images with a high degree of detail such as pores or skin thanks to the express requests we made in the prompt.

This image is generated with ComfyUI and a more advanced SDXL model, no other control parameters are presented other than the prompt to ask for the most realistic image possible. Workflow screenshot provided.

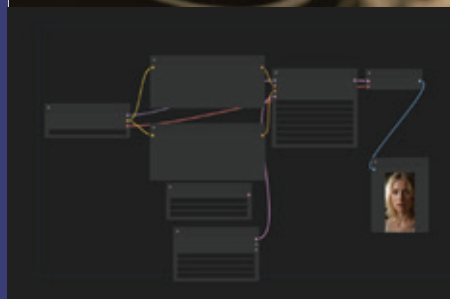
Software:

Stable Diffusion

ComfyUI

Photoshop

AI Generated Model



2024

Fashion Photography

Art3dStudio

The Hague, The Netherlands

This image is generated to test the hyperrealism capabilities offered by Stable Diffusion in its new XL model, yet this time with some more of a Fashion photography in mind.

Trying to create a more realistic scenario of request and more photograpjy studio feel.

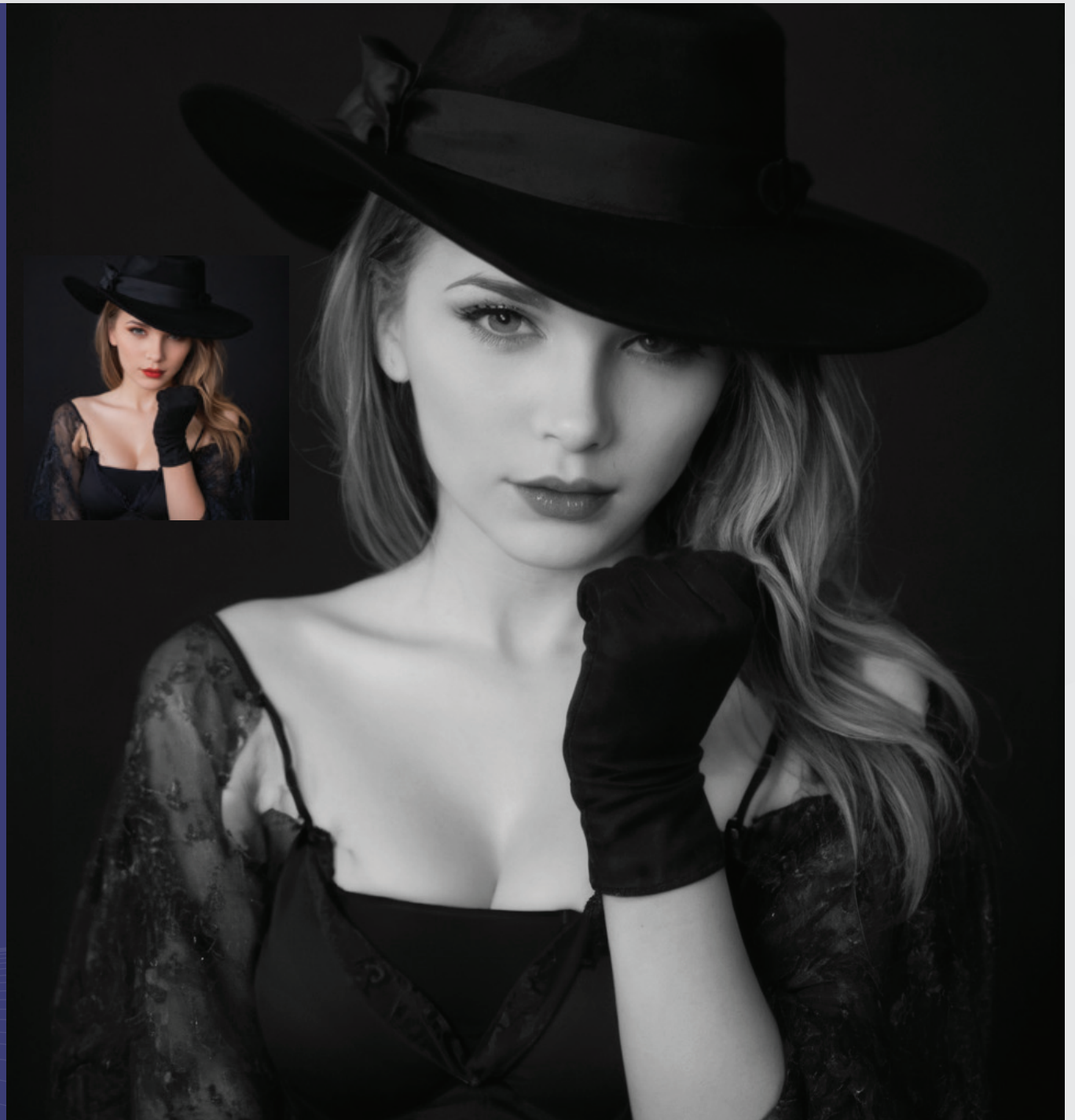
This image is generated with ComfyUI and a more advanced SDXL model, no other control parameters are presented other than the prompt to ask for the most realistic image possible in a studio. Generated in color then converted to B/W .

Software:

Stable Diffusion

ComfyUI

Photoshop



2024

Cannes Demo Image II

Art3dStudio

The Hague, The Netherlands

This series of images continues the hyperrealism tests, but now in a context of greater demand for creative direction. This time we have tried to simulate photographs of a red carpet at the Cannes Film Festival. We have opted to try to introduce a node control to the generation where we specifically ask the software for a face (2 images) injected into the model to produce the image of Rebecca Ferguson. The images were created using the Stable Diffusion AI and ComfyUI interface.

The look and feel should be golden hour and look like the arrival at the ceremony. Our prompt tests and defines various capabilities of camera photography and consistency in photographic film formats and color. Provided a second test and a screenshot of the nodes that generate the image.

Software:

Stable Diffusion

ComfyUI



2024

Advertising Demo Image

Test ControlNET SDXL

Art3dStudio

The Hague, The Netherlands

This image was created with the challenge of creating an image where we need to have a product for sale, but also with the need to have a specific pose for our virtual model. The art direction is more like a studio photoshoot for an advertisement for a luxury sleep product.

The solution is interesting because we indicate through ControlNet how we need the model to be generated, not only combining photorealism capabilities but also the needs of a real production. This way we obtain control over the random generation, which is a great ally to tame the inherent chaos of possibilities in AI generation.

The image is generated in Stable Diffusion and then an upscale algorithm is used to make the image larger and then it is passed to Photoshop for formatting. Provided Screen shoot of nodes.

Software:

Stable Diffusion

ComfyUI

Photoshop



2024

Mixed Control Demo Image

Test ControlNET SDXL

Art3dStudio

The Hague, The Netherlands

This image is generated with the idea of having a much higher level of control in a production.

Taking into account the control and generation capabilities of a specific person, We have taken a photograph from Pexels.com with the challenge of obtaining a digital model in exactly that posture, with a specific face and a specific posture.

For this example, it was necessary to calculate and extract the depth map of the image and also the position of the face with control net. Here, the situation was forced to be done with a slightly older model of Stable Diffusion since the implementations for XL are not yet complete. However, the results are still very acceptable.

Software:

Stable Diffusion

ComfyUI

Photoshop



2023

Advertising Product Demo Image

Art3dStudio

The Hague, The Netherlands

This collection of images was generated with a much stricter creative direction, aimed at advertising for a campaign within an urban and dynamic context, as well as creating material for displays.

The tests show a very good integration of both product and production. It is important to note that the creation of these images involved the use of a Stable Diffusion XL model, in combination with a small LoRA model trained specifically on the shoes in question (Nike). To achieve a similar campaign, it would be necessary to first simulate models based on photographs in order to control the generation process. It is also worth mentioning that logos are not interpreted correctly by latent images, and therefore should be added later in Photoshop — a step that has been omitted here, since this is a mock campaign.

Software:

Stable Diffusion

ComfyUI

LoRA model <shoes>



2023

Concept art character Demo Image

Art3dStudio

The Hague, The Netherlands

Once we have proven that we can include characters and models consistently since random generation is not a situation, we can try to generate character sheets and other pre-production elements for audiovisual production.

In these examples, 3 characters are created in a more cartoon 3D style (my influence by Pixar) so that other modelers and animators have a reference of what they would need to create or do the correct rigging for expressions and poses T as well as for the creation of materials and light shaders and all the pre-production of a commercial/short film/feature film.

Software:

Stable Diffusion XL

ComfyUI

Photoshop



CARLOS DAVID PEREZ ROMERO

LANGUAGES

Spanish - Native
English - Fluent
Italian - Fluent
French - Basic

ACADEMIC BACKGROUND



2008-2009

Master Graphic Design

Florence Design Academy
Florence Italy



1999-2004

Bachelor Degree in Computer Science

Instituto Tecnológico
Superior de Xalapa
Xalapa Mexico

AREAS OF EXPERTISE

3D modeling and CGI
Photorealistic render
Realtime graphics
3d Animation
VR / AR
Virtual Production

Audio Visual Production
Post production
Motion graphics
Live Stream

IA Generated images
IA model training
Control Nodes

Web Design
UX/UX Design
Web Development
Graphic Design
Photography
Branding
Hosting tools

SOFTWARE

Autodesk 3D Studio Max
Chaos Group Vray
Unreal Engine
Quixel MegaScans

Stable Difusion XL/V1.5
ComfyUI
Adobe Firefly
Midjourney

Adobe Photoshop
Adobe After Effects
Adobe Illustrator
Adobe Premier
Adobe Lightroom

Wordpress
Elementor
OBS suite for streaming

CONTACT

hola@art3dstudio.com
tel: 0031 061 840 1616
The Hague
The Netherlands

