

PORTFOLIO · 2026

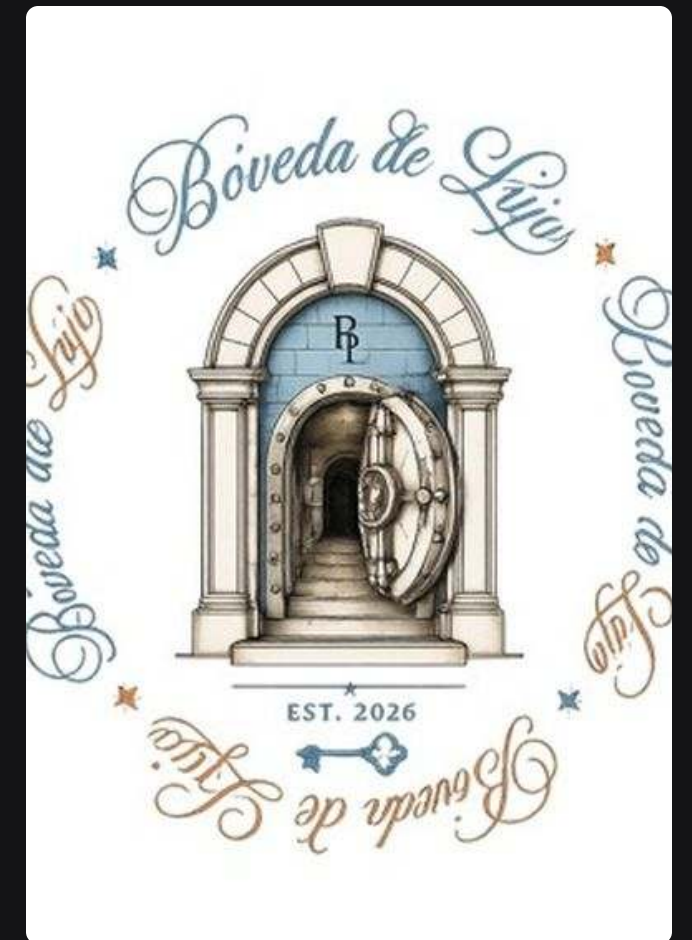
Stanley Hunter

Graphic Designer · AI Designer & Product Builder

Branding, packaging, print and apparel, plus AI imagery,
AI video and the tools I build.

stan@embify.ai · stanworks.co.uk/agencies

Southport, UK · Freelance, remote across the UK





HELLO ABOUT ME

I'm Stanley, a freelance designer who builds with AI.

I've designed print, packaging, signage and apparel since 2015, from FMCG brand artwork to vehicle wraps and DTF print runs. For the last four years I've used AI every day: product imagery and video, garment graphics, chatbots and automations. This year I built and launched my own product, Embify, with Claude Code. I take a job from first idea to the file that goes to print, and I'm happy working on my own or slotting into a team.

DESIGN

Brand identity and logos
Packaging and 3D product visuals
Print, signage and large format
Apparel graphics, DTF and embroidery
Photography and retouching

AI

AI product imagery and campaigns
AI video (Google Flow / Veo)
Firefly, Midjourney, FLUX, ComfyUI
Prompt systems for consistent output
Chatbots and automations

BUILD

Web apps and sites with Claude Code
Embify: artwork to embroidery files
Websites and AI receptionists
Staff AI training and workshops
SEO and GEO

BASED

Southport, UK

EDUCATION

BA (Hons) Art & Design, University of Chester

TOOLS

Adobe Illustrator, Photoshop, InDesign, Firefly

Who I've designed for

National food brands

Coffee and drinks

Bakery and pies

Packaging and print

Workwear

Online fashion

National food and drink brands

Brochures, posters and print collateral, plus signs and vehicle wraps. Produced as Graphic Designer & Sign Maker at SMR Creative, 2022–2023.

Workwear and uniform printer

Print & Design Technician, 2024–present. Apparel mock-ups in Adobe CC, DTF production and QC, product photography, promo video and social campaigns.

Online fashion brand

Printing Operations Manager, 2025–present. Daily online orders from production to dispatch, maintaining the large-format DTF printer, and training production staff.

Selected work

Sixteen sections, from brand, packaging and print to AI imagery, film and apparel concepts. The full AI films are in the showreel.



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AI product film: phone photo to commercial

A phone photo of a can, turned into a cinematic product spot in Google Flow (Veo). Full clips in the showreel.



Brand identity: Bóveda de Lujo

Crest-style mark and wordmark, carried onto a tee range.



Campaign: Thrasher x Mind

University brief for World Mental Health Day: from sketches and a mind map to a collab mark, merch, event kit and outdoor.



Packaging and 3D product visuals

Sequel energy drink range and Ntropic Energy tubs: flavour system, can and tub artwork, 3D renders and promo panels.



Logo design

Marks across trades, fitness, hospitality, physio, legal and streetwear.



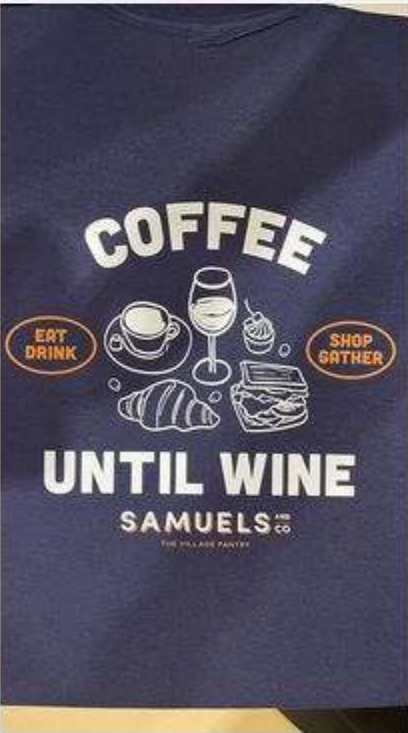
Print and sign production

Roller banners, posters, shop fronts and vehicle livery: artwork set up for print and taken through large-format production.



Apparel and DTF

Tee and hoodie graphics, client workwear printed by DTF, and embroidery mock-ups generated with Embify.



AI imagery

Cinematic stills: film-style lighting, shallow depth of field and grain, finished in Photoshop.



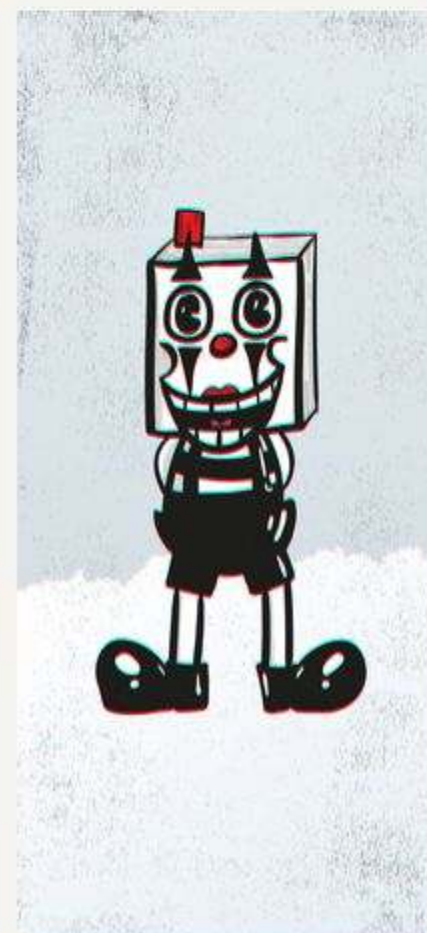
AI motion studies

Short macro product-style clips made in Google Flow (Veo): glass, liquid and ink. Full clips in the showreel.



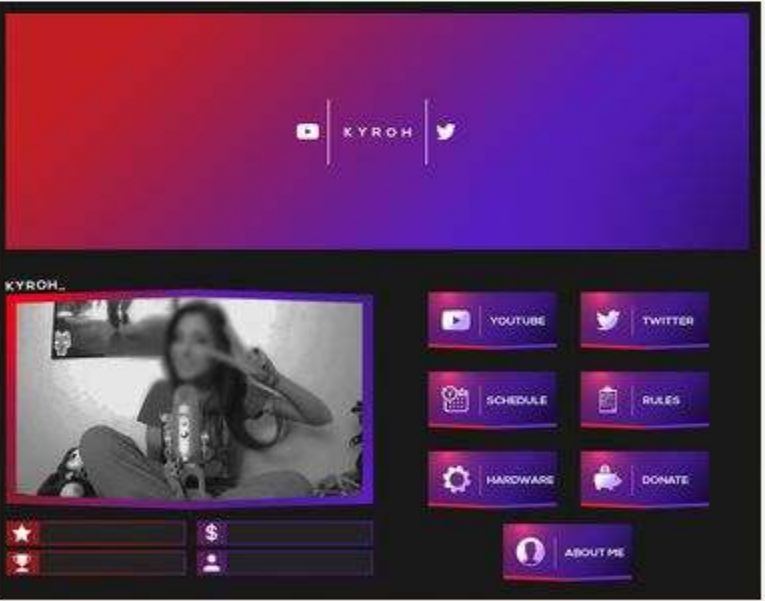
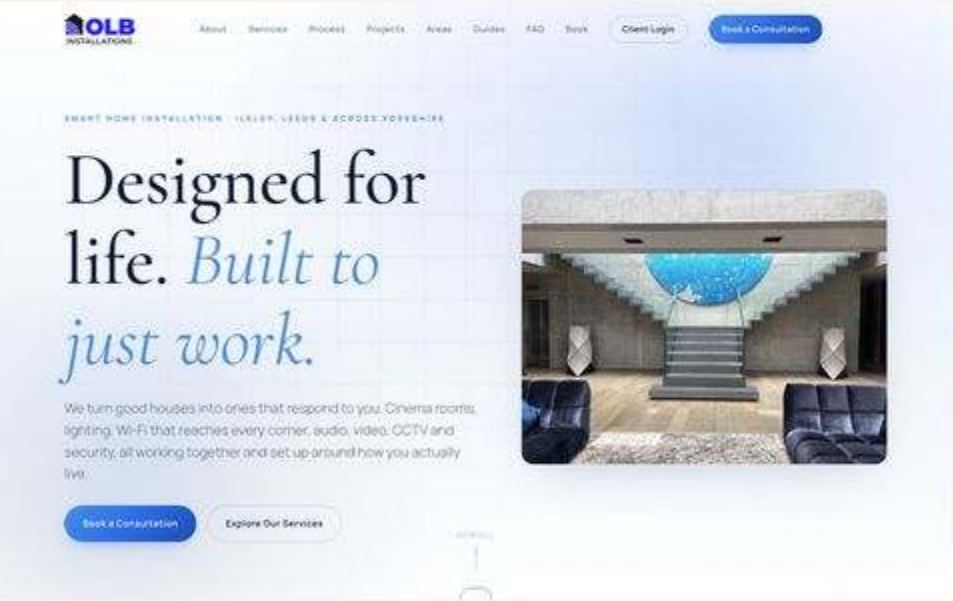
Illustration and characters

Pet portraits and merch art, gig poster, and a character set for the Clicker Rivals mobile game (university).



Digital: product, web and streaming

Embify, an embroidery auto-digitiser I built solo with Claude Code (artwork in, stitch preview out); client websites; stream overlay packs.



AI apparel concepts: koi, waves and collage

Hoodie and tee graphics developed in Adobe Firefly, from pattern idea to on-garment mock-up.



AI illustrated worlds

Scenes for apparel prints, posters and social: a neon print shop, post-industrial skylines, and koi and lotus pattern work. Adobe Firefly.



INTENT: streetwear identity

A logo family (Originals, Limited, Athletics), statue and drip artwork, and tee and hoodie mock-ups for a streetwear label.



Mascots and characters

Mascot and badge concepts for clubs, esports and merch, generated in Firefly and art-directed toward usable marks.



Trade brands and AI site imagery

Logos, web banners and AI-generated site imagery for two loft-storage businesses, plus embroidered workwear for Tigerbound Resin Drives.



THANK YOU

Let's make something.

Available now for freelance AI design and graphic design work. Remote, or on site across the North West.



EMAIL

stan@embify.ai

WEB

stanworks.co.uk/agencies-embify.ai

LINKEDIN

linkedin.com/in/stan-hunter-3175b7a6