

Krystle Minette

Project *Portfolio*

A decorative watercolor background featuring soft, blended washes of teal, light green, and coral/orange colors, positioned behind the right side of the title text.



Kia Color & Trim

Overview

Kia sought an innovative way to showcase vehicle color and trim options that went beyond static displays and inspired customers to imagine their own personalized vehicle.

Role & Solution

I produced an interactive, contactless color display powered by a haptic Ultraleap gesture controller. The experience leveraged Kia's existing web assets and was designed for intuitive, touch-free navigation.

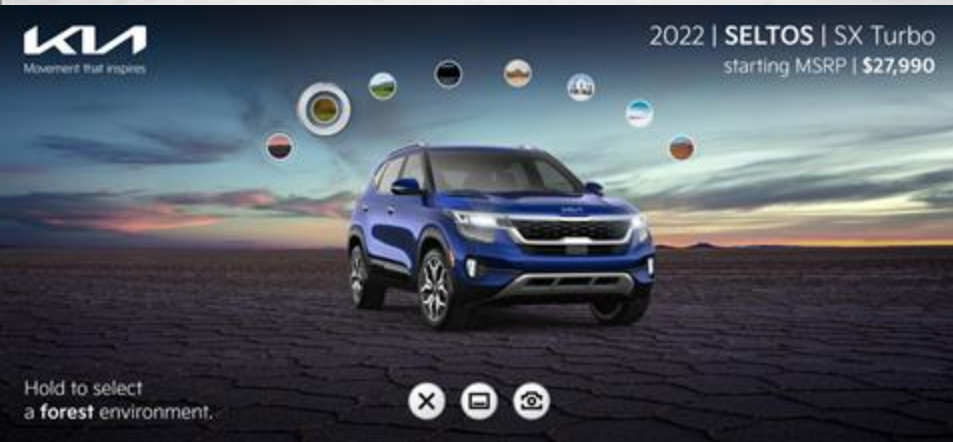
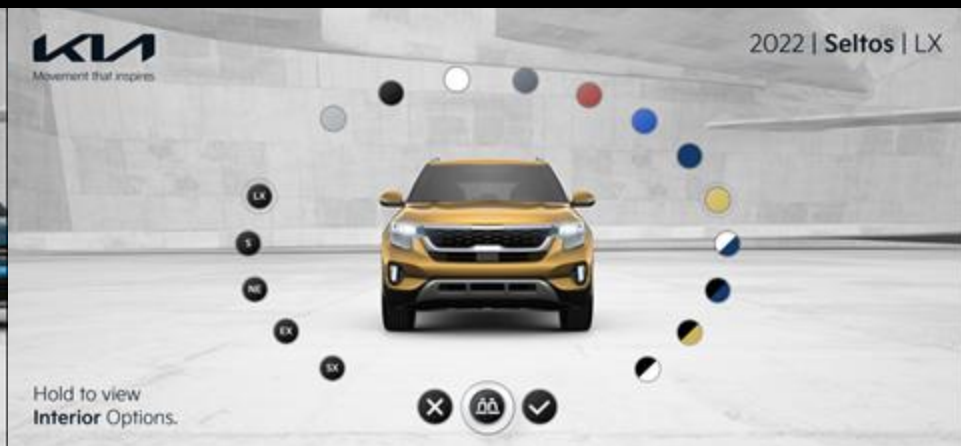
Experience

Guests used simple gestures — swipe, scroll, hold, pinch — to explore the entire Kia lineup. They could configure vehicles by selecting exterior and interior colors, choosing backdrops, and building their own digital “dream car.” A QR code allowed users to save their configuration via email or share it instantly on social media.

Results

The activation elevated the traditional configurator by making it more immersive and shareable, while aligning with consumer demand for hygienic, contactless interactions.





Kia Racing Simulators

Overview

Kia wanted an unforgettable way for consumers to experience both the precision of the Stinger and the ruggedness of the Telluride in an authentic, high-energy format.

Role & Solution

In just three months, we partnered with Sigma Integral to concept, design, engineer, and deliver two custom-built full-motion simulators. I personally oversaw every stage of development, ensuring a seamless integration of brand storytelling and technical execution.

Experience

Each simulator featured a custom aluminum chassis, genuine Kia components (steering wheels, gauges, and seats), triple OLED screens, rumble packs, and six inches of actuated motion. Guests put the Stinger to the test on the Nürburgring track, while the Telluride placed them in a rugged, real-world emergency scenario on a custom off-road course.

Results

The simulators became a centerpiece attraction at auto shows, drawing continuous crowds and strengthening Kia's brand perception as both performance-driven and adventure-ready.

Click [HERE](#) to view game play video



A Different Beat

Overview

Kia wanted a playful, high-traffic experience to showcase their “Share Some Soul” campaign in a limited auto show footprint.

Role & Solution

I helped develop “A Different Beat,” an interactive seating installation that combined rest, music, and social engagement. The project turned simple benches into collaborative instruments, creating a shared brand moment for guests of all ages.

Experience

Guests sat on circular benches equipped with eight interactive seats, each triggering a melody from Kia’s campaign track along with colorful LED floor animations. As more participants joined, the audio and visuals layered into a full dance remix accompanied by a vibrant, nightclub-worthy light show.

Results

The activation attracted up to 3,000 interactions per day, generating energy, smiles, and organic social sharing — while embedding Kia’s campaign soundtrack into the memories of attendees.



Kia Wheel Stands

Overview

Kia's existing wheel stand displays were outdated, time-consuming to update, and lacked the polish expected from the brand. The challenge was to reimagine the tool in a way that was cost-efficient, easy to configure, and visually engaging.

Role & Solution

I led the redesign of Kia's auto show wheel stands, integrating a sleek digital interface with a "scan and configure" system powered by VIN recognition. This streamlined both setup and day-to-day updates.

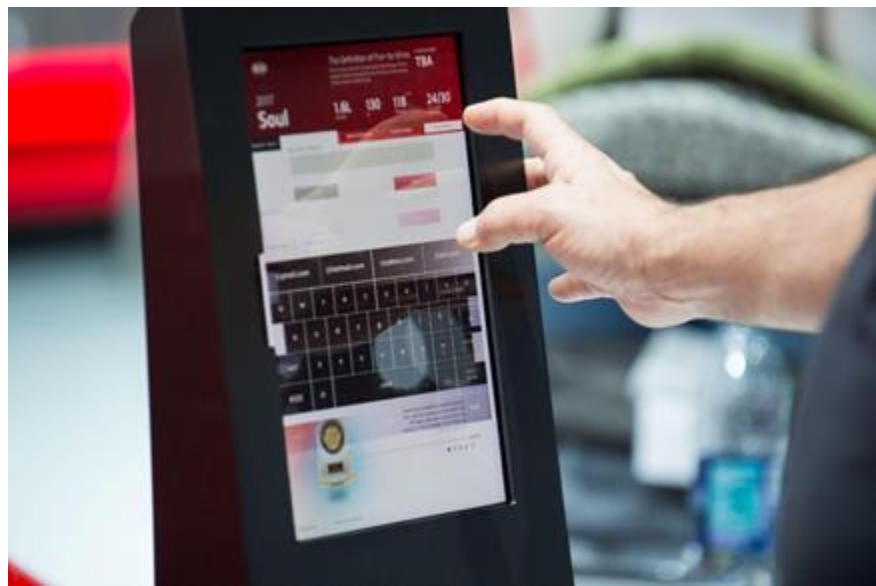
Experience

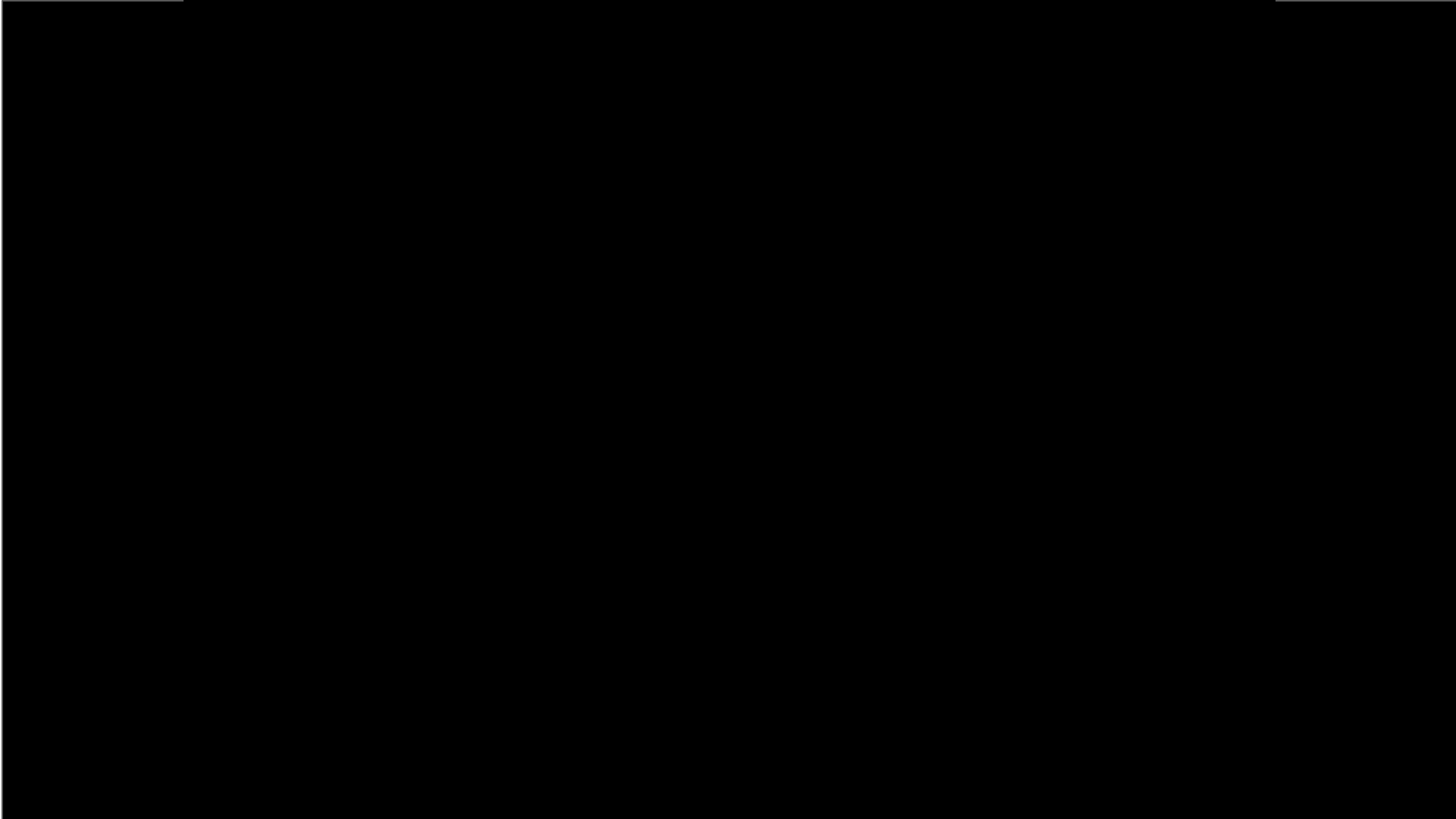
The new wheel stands paired seamlessly with Kia's vehicles on the auto show floor. Stunning animations and intuitive touch interactions gave guests quick access to key product information and images, while product specialists could instantly configure stands by scanning a vehicle's VIN.

Results

The solution virtually eliminated human error in vehicle specifications, dramatically reduced support and setup time, and provided a visually striking complement to Kia's lineup.

Click [HERE](#) to view the case study video







Subaru Cave Of Wonder Experience

Immersive Cave Experience

Overview

The Subaru Cave of Wonder Experience highlighted how Subaru is “More than a Car Company,” immersing guests in an engaging, cavernous environment. Through interactive storytelling, visitors explored Subaru’s dedication to the environment while experiencing playful and memorable moments.

Role & Solution

My team created an interactive installation that combined real-time motion capture, projection mapping, and gamified storytelling. Kinect cameras tracked participants’ shadows and movements, enabling them to interact within the actual game using their bodies and hand gestures in a “Peter Pan shadow” like experience.

Experience

Guests engaged in three distinct story arcs:

National Parks: Manipulate constellations and the aurora borealis while learning about Subaru’s partnerships with the National Parks.

Re-Foresting / National Forest Foundation: Hold out your hand to grab a tree sapling, plant the tree and move around to make it rain. Tree grows taller as rain trickles down from the sky.

Don’t Feed the Landfills / TerraCycle: Kick litter into recycling bins, transforming waste into useful park fixtures like benches and tables.

Results

The experience seamlessly blended education with entertainment, leaving visitors with a lasting impression of Subaru’s commitment to sustainability. By engaging guests through movement, play, and discovery, the activation reinforced brand values while delivering an unforgettable, share-worthy moment.





1. The Aurora Borealis is a natural light display in the sky, predominantly seen in the high-latitude regions (around the Arctic and Antarctic). It is caused by the interaction of the Earth's magnetic field with charged particles from the sun.

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NO PLANTS AND ANIMALS
AND REMOVED
FROM THE AREA
TO PROTECT
THE ENVIRONMENT
AND PREVENT
CLIMBING

To Protect Natural Features
and Ensure Public Safety
NO CLIMBING

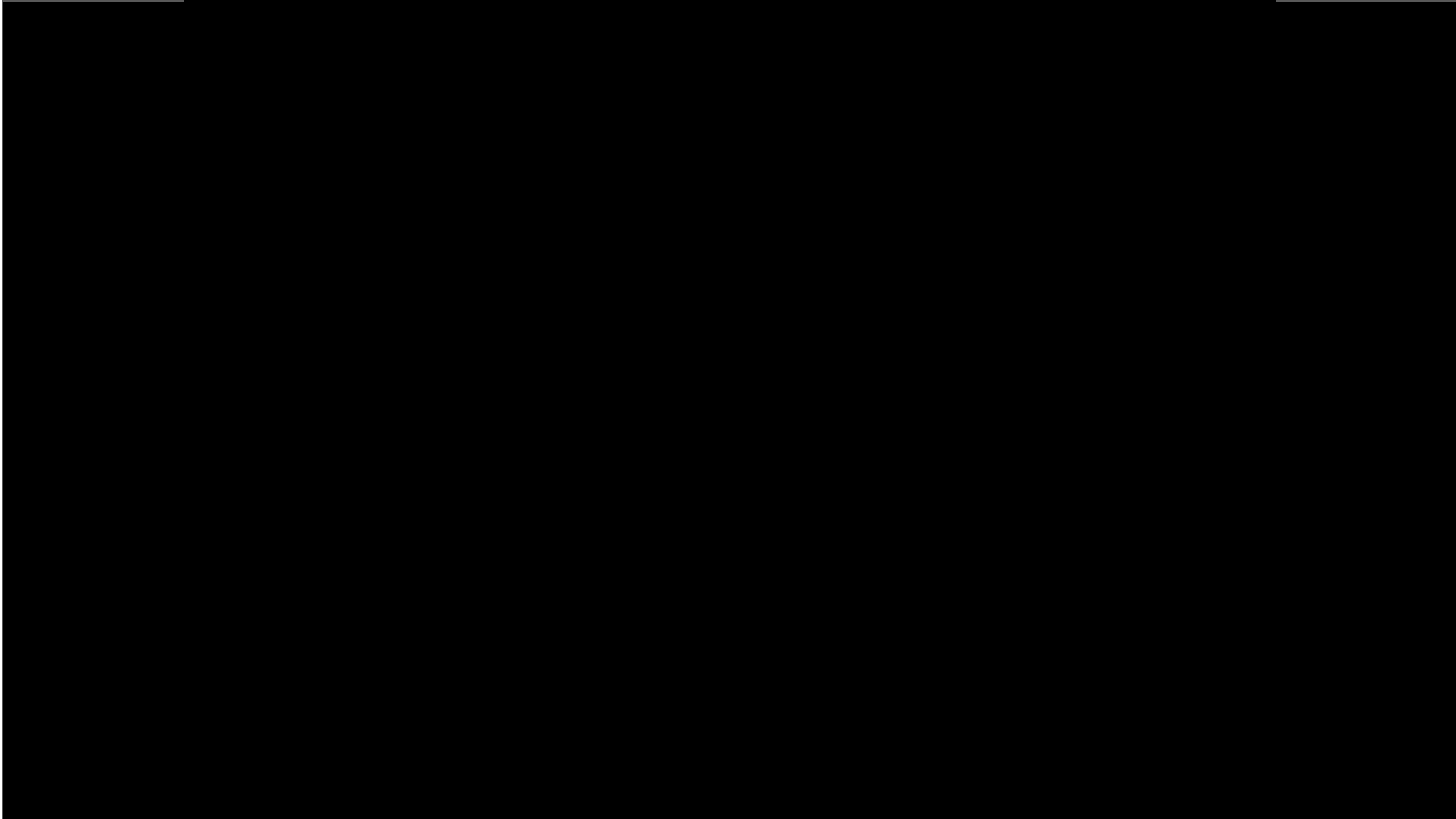
- 
1. Hold your hand out to get a song
2. Bend down to plant your song
3. Dance to make it rain

When you're in a cave, you can hear the sound of the water dripping from the ceiling. This is because the water is dripping from the ceiling of the cave. The water is dripping from the ceiling of the cave. The water is dripping from the ceiling of the cave.

NO SMOKING

NO FLAMES
NO OPEN FLAMES
NO CIGARETTES
NO LIGHTERS
NO MATCHES
NO CIGARETTES
NO LIGHTERS
NO MATCHES





Ford



Ford

Lightning Photo Activation

Overview

Ford of Canada wanted to spotlight the all-electric F-150 Lightning with a fun, shareable activation that gave consumers a personal connection to the vehicle's power.

Role & Solution

I produced a hosted green-screen photo booth that transformed guests into a live source of electricity. The experience integrated seamless compositing, brand visuals, and instant sharing functionality.

Experience

Guests posed in front of a green screen with their hand aligned on a prop pole. When the photo was snapped, the pole digitally vanished and was replaced with lightning bolts arching from the guest to the Lightning truck. A large display screen amplified the fun for bystanders, while QR codes allowed instant download and sharing.

Results

The activation generated a steady flow of participation and created a memorable, shareable souvenir that amplified Ford's brand narrative of electrified power.



Bronco Tug-O-War

Overview

To highlight the Bronco's adventurous spirit, Ford wanted a photo activation that balanced fun, challenge, and shareability.

Role & Solution

I developed a hosted green-screen photo op that staged guests in a playful game of tug-of-war against Sasquatch, seamlessly blending brand storytelling with interactive entertainment.

Experience

Participants posed gripping the end of the green pole, which digitally transformed into a rope. On-screen, Sasquatch appeared at the other end, creating a humorous, high-energy snapshot. Guests downloaded and shared their custom souvenir instantly via QR code.

Results

The activation drew large crowds, delivered highly shareable branded content, and reinforced Bronco's adventurous identity with a playful twist.



Digital Poster Studio

Overview

Ford sought an activation that would highlight the personality and uniqueness of its vehicles while giving guests a custom takeaway.

Role & Solution

I oversaw the development of the Ford Poster Studio, a digital creation station that allowed visitors to custom design their own branded digital posters, optimized for social sharing and mobile use.

Experience

Guests selected from pre-loaded Ford vehicles, custom colors, backgrounds, and sticker packs to create a poster aligned with the brand aesthetic. An attract video loop drew attendees in, while dual-sided displays ensured visibility across the event floor.

Results

The activation offered a balance of creativity and brand storytelling, giving attendees a personal digital keepsake while amplifying Ford's durability, performance, and design message.



Bronco Egg Hunt

Overview

Ford wanted to highlight the hidden Easter Eggs designed into the Bronco, while also capturing leads and driving deeper product engagement.

Role & Solution

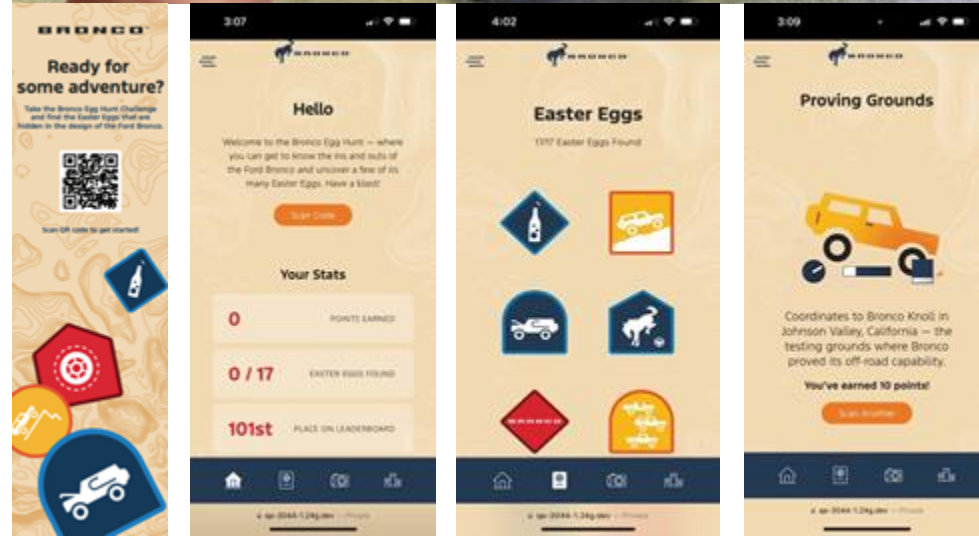
I produced a mobile-first scavenger hunt that merged physical exploration with digital storytelling. Guests used QR codes placed throughout the Bronco to uncover Easter Eggs, each tied to a short animation and description.

Experience

Seventeen Easter Eggs were hidden across the vehicle, each assigned a point value. Guests competed to find them all quickly, tracking progress on a global leaderboard. Completing the hunt unlocked a bonus Bronco quiz to test product knowledge.

Results

The experience generated high repeat engagement, delivered measurable lead capture, and deepened guest appreciation of the Bronco's design ingenuity.



Lineup Display

Overview

Ford needed an engaging, physical installation to showcase its star vehicle lineup during the 2024–2025 auto show season.

Role & Solution

I produced the Ford Lineup Display, a three-sided interactive structure with rotating columns and integrated video. The system was designed for easy deployment across 26 C-Level kits for national shows.

Experience

Guests rotated triangular columns to match segmented images of Ford vehicles. When aligned correctly, a payoff video played on a 43" display, showcasing the vehicle's highlights before resetting to an attract loop.

Results

The display offered a tactile, gamified way to engage with Ford's lineup, drawing guests in with physical interaction and rewarding them with dynamic branded storytelling.





Puma

COPA Soccer 2024

Overview

Puma wanted to tie into their “See the Game Like We Do” campaign with an in-store experience that blended brand storytelling with social sharing.

Role & Solution

I produced a digital photo booth experience inspired by Puma’s *Forever Faster* campaign aesthetic. The activation merged branded graphics with guest selfies, creating personalized digital souvenirs.

Experience

Guests posed for a selfie that digitally integrated Puma logos with their eyes. The final images were available via SMS, email, or direct download, encouraging easy sharing across social media platforms.

Results

More than 80% of participants downloaded their branded keepsake, amplifying Puma’s campaign organically through user-driven sharing.



Lift & Learn

Overview

Puma wanted to educate shoppers about new shoe lines in an engaging, interactive way that combined storytelling with retail browsing.

Role & Solution

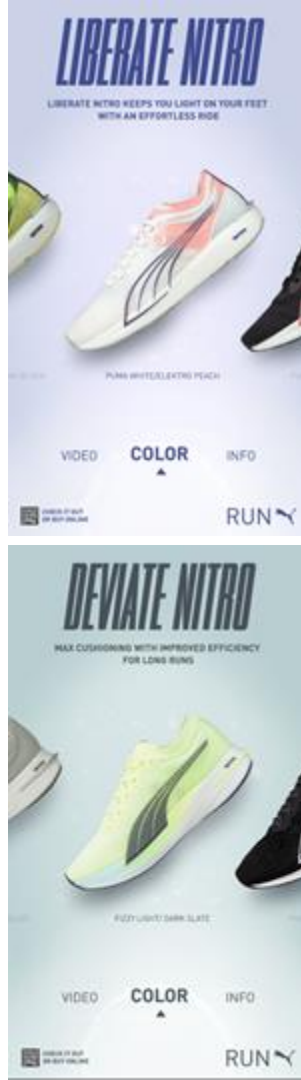
I produced the Puma Lift & Learn installation, which used RFID technology to recognize individual shoes and trigger branded content.

Experience

Shoppers placed shoes on a designated shelf beneath a 55" screen. Each product's RFID sticker automatically launched fun, informative content specific to that model, blending education with excitement at the point of purchase.

Results

The activation created a seamless bridge between physical product exploration and digital brand storytelling, enhancing the in-store shopping experience.



PUMA - Touchless physical/digital in-store game

Puma Run Challenge

Overview

Puma wanted an activation that highlighted athleticism and competitive spirit, while encouraging participants to share their performance socially.

Role & Solution

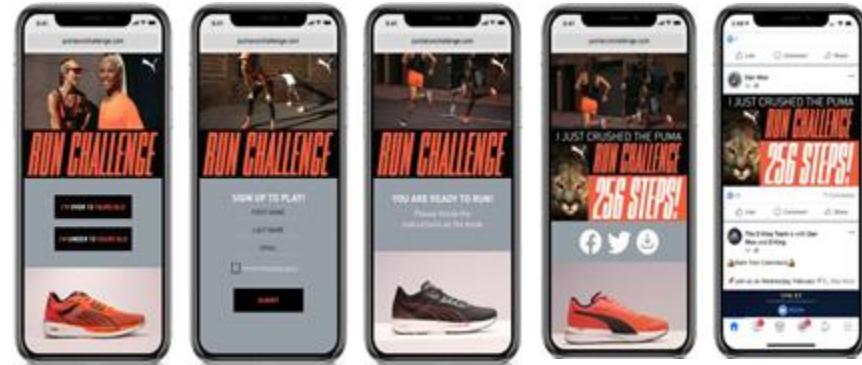
I produced the Puma Run Challenge, a head-to-head one-minute digital race powered by covid-friendly contactless QR code sign-ups and motion tracking.

Experience

Players scanned a QR code to register, then raced in place as an on-screen announcer counted down. Progress was tracked live with a timer and total steps. At the finish, participants received a custom scorecard designed for instant social sharing.

Results

The activation merged physical energy with digital amplification, delivering both excitement and brand reach through social media.



Puma Holiday Game

Overview

During the holiday season, Puma wanted a retail activation that drove traffic, captured leads, and rewarded engagement with prizes.

Role & Solution

I produced the Puma Holiday Game, a QR-based scavenger hunt that encouraged guests to explore the store and interact with Puma products.

Experience

Players scanned a landing-zone QR code, registered, and then searched for 14 hidden product QR codes around the store. Completing the hunt revealed a prize redemption screen, which could be exchanged with associates for instant rewards.

Results

The game boosted in-store exploration, generated lead data, and created a playful holiday experience tied directly to product engagement.



PUMA - New Store Opening Instant Win Game

Puma Spin To Win

Overview

Puma wanted a quick, gamified activation that encouraged customer data capture and social sharing.

Role & Solution

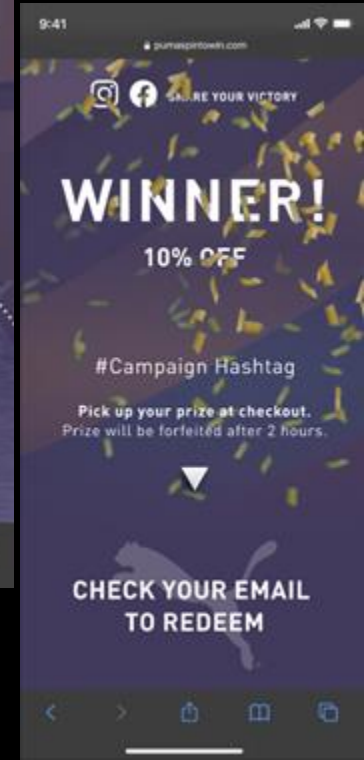
I helped develop Puma's Spin to Win, a mobile-optimized digital game accessible via QR code with a user friendly CMS system allowing easy updates and analytic reporting.

Experience

Shoppers scanned a store-specific QR code, entered their information, and spun a branded digital wheel for a chance to win instant prizes. Fun animations signaled wins or losses, and successful participants redeemed prizes with store associates.

Results

The activation drove sign-ups, incentivized in-store purchases, and created excitement with an easy-to-play, scalable game.



Puma Melo Jump Game

Overview

Puma wanted a physical-meets-digital activation that captured attention and tied directly into athletic performance.

Role & Solution

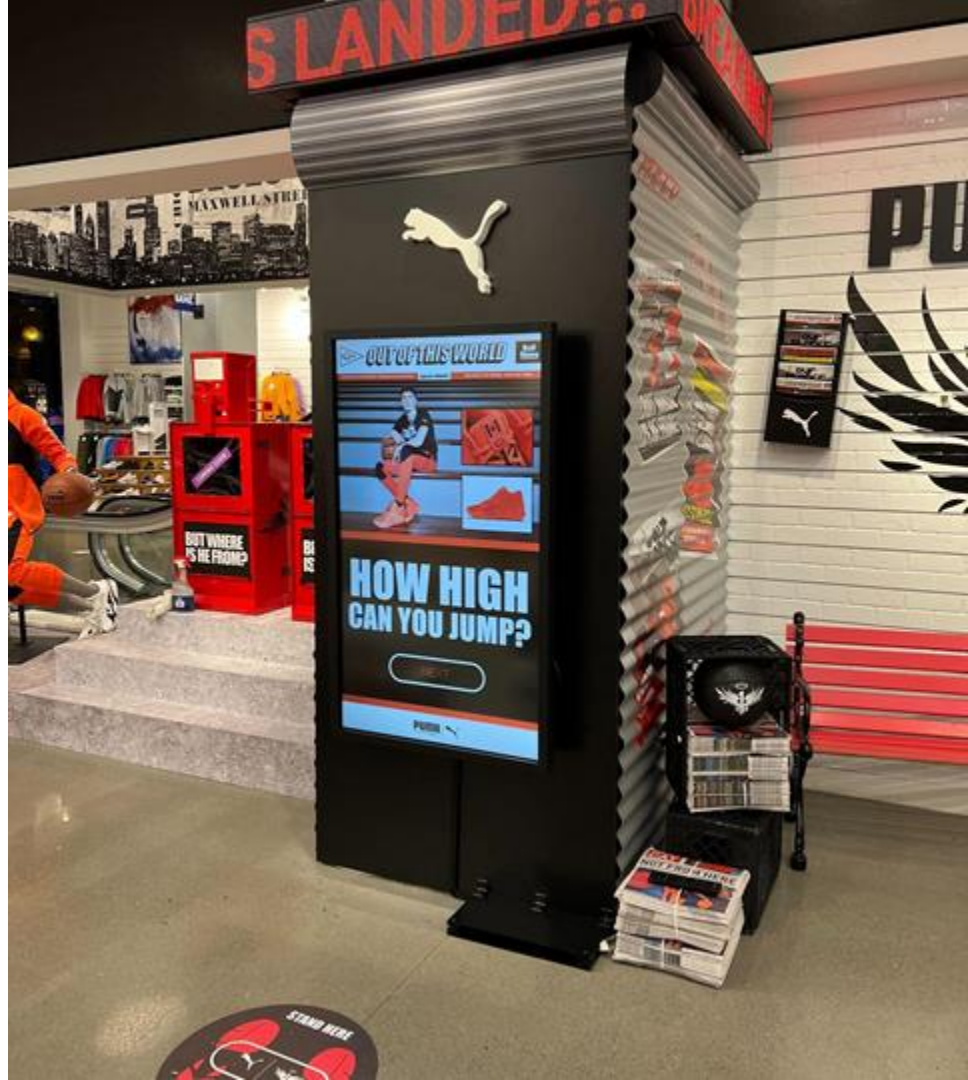
I produced the Melo Jump Game, a branded competition that measured how high guests could jump using visual recognition technology.

Experience

Participants jumped in front of a touch monitor equipped with camera tracking. Their jump height was measured in real time and displayed on a leaderboard, while a scrolling ticker and branded display drew in new challengers.

Results

The activation created an energetic, crowd-pleasing competition that reinforced Puma's performance-driven identity.



PUMA - In-Store Photo Booth Activation

Puma LOL Surprise

Overview

Puma wanted to showcase its partnership with the LOL Surprise! product line through a playful, family-friendly retail activation.

Role & Solution

I produced a co-branded selfie station using off-the-shelf technology, custom graphics, and branded overlays.

Experience

Guests used a touchscreen to start, posed for a countdown selfie, and decorated their photo with fun graphics. Each participant received a glossy 4x6 printed takeaway, creating an instant souvenir.

Results

The activation delighted families, amplified the crossover between Puma and LOL Surprise!, and provided a tangible, branded keepsake that extended the partnership beyond the store.





T-Mobile

Case Shop

Overview

T-Mobile wanted an in-store engagement that celebrated diversity and self-expression while boosting brand perception and shareable moments.

Role & Solution

I produced Case Shop, a first-of-its-kind kiosk experience. Guests designed custom phone cases on an oversized smartphone touchscreen; designs printed on-site in 3–5 minutes. A backend CMS enabled quick updates to graphics, categories, and featured content, keeping the experience fresh.

Experience

Shoppers created designs from curated libraries of images, backgrounds, and templates. A built-in “selfie button” surfaced their art on a 55” display so they could snap a photo with their creation and share it. Multiple case types for popular devices ensured broad appeal.

Results

Case Shop elevated T-Mobile’s retail footprint with personalized takeaways, encouraged organic UGC and social sharing, and provided an operationally scalable platform via the CMS. Overall it was a huge multi year hit!





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The Claw

Overview

To stop foot traffic and spark delight, T-Mobile launched an oversized, arcade-style claw machine in flagship storefront windows in **New York, San Francisco, and Chicago**—while capturing leads and managing prizeing at scale.

Role & Solution

EWI (my team) handled the experience **end-to-end**: ideation, design, software and hardware development, engineering, manufacturing, and logistics. We integrated a **digital interface** to administer a short quiz and collect **lead-gen** information, plus a **dynamic CMS** to manage prizes and redemptions.

Experience

Guests used a giant magenta joystick to control a real metal claw, aiming for prizes ranging from branded swag to **new phones and devices**. The playful spectacle drew large crowds in real time while the digital layer handled registration, quiz play, and fulfillment.

Results

“The Claw” became a high-visibility attraction that combined show-stopping theater with measurable engagement, scalable prize management, and robust lead capture—all aligned to T-Mobile’s bold brand personality.



A blurred, high-angle view of a city skyline at night, with lights from buildings and streets creating a bokeh effect against a dark background.

ewi



Audi

Halo Wall

Overview

The Audi Halo Wall was designed to rekindle the nostalgia of automotive posters that once adorned bedroom walls, while showcasing the brand's modern innovation. This interactive digital art experience invited visitors to design their own custom Audi Sport poster.

Role & Solution

Our team was responsible for conceiving the Audi Sport Halo Digital Experience, designing visuals, creating the user interface, software programming, hardware integration, building the asset database, fabricating display elements, and managing analytics collection for client reporting.

Experience

Eight linked touchscreens allowed guests to choose their dream Audi, customize colors, and select from extensive background options. Participants could add paintbrush effects, vehicle stats, and artistic filters to make their poster uniquely personal. Final artwork was instantly shareable as digital wallpapers for desktop and mobile, extending the experience beyond the event.

Results

More than 1,000+ custom creations were shared during the first event, giving attendees a memorable takeaway that reinforced their passion for Audi. Full data reporting captured every interaction and provided the client with comprehensive engagement analytics post-event.





Great Park 
NEIGHBORHOODS

GREAT  PARK
NEIGHBORHOODS™

Great Park Neighborhood

Built To Scale

Overview

The “Built To Scale” installation showcased the full scope of Great Park Neighborhoods through an interactive Augmented Reality (AR) experience. A massive to-scale map (80' W x 86" L) allowed guests to explore the community and its surrounding amenities in a visually dynamic and engaging way.

Role & Solution

Our team designed and delivered the AR table, integrating six iPad Pros with a custom-built platform. Each tablet was programmed to recognize 20 unique icons on the map, triggering animations and detailed descriptions. Custom 3D modeling and animation brought every amenity to life, from sports fields to trails, pools, and cultural landmarks.

Experience

Guests picked up iPads and aimed them at the oversized map to activate AR content. Each icon revealed a fully animated amenity, complete with movement, storytelling, and explanatory overlays. Features such as the FivePoint Amphitheater, hiking trails, and community pools were presented in a way that was both entertaining and informative, sparking curiosity and delight.

Results

The AR activation allowed visitors to visualize the breadth of offerings at Great Park Neighborhoods in an immersive, memorable way. By blending scale, interactivity, and technology, the experience reinforced the community's lifestyle promise and provided an engaging tool for both education and inspiration.





Beacon Wall

Overview

The Beacon Wall was designed as a vibrant, digital storytelling platform to give homebuyers and prospects an authentic sense of life inside Great Park Neighborhoods. Through dynamic visuals and live community updates, the installation reflected the energy, amenities, and culture that make the neighborhood unique.

Role & Solution

Our team created and installed two freestanding fixtures with 85" 4K displays, curating and programming a blend of candid lifestyle content, live data feeds, and community storytelling. The solution was built to be both visually striking and informative, capturing the spirit of Great Park living.

Experience

Guests viewed rotating candid photography showcasing residents enjoying parks, amenities, and events. Real-time weather, surf, and ski reports gave the content a localized, timely feel. A three-minute feature video highlighted the arts (dance, glass blowing, pottery), the Welcome Center ("The Big Welcome"), and The Studio and Marketplace buildings—designed to serve as hubs for creativity and community connection.

Results

The Beacon Wall gave prospects an immediate emotional connection to Great Park Neighborhoods. By blending lifestyle storytelling with live information, the installation inspired excitement about the community and



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Windows To The World

Overview

The Windows to the World installation gave prospective homeowners an interactive way to explore the lifestyle and conveniences of Great Park Neighborhoods. Designed as a rotating digital compass, it highlighted local amenities and their proximity to the community through immersive video storytelling.

Role & Solution

Our team designed and built a freestanding fixture featuring a 30" vertical digital screen capable of 360-degree rotation. Fourteen unique video stories were produced through multiple on-location shoots and detailed post-production, each aligned with a compass direction to highlight a specific amenity.

Experience

Guests rotated the screen, with each 25-degree turn revealing a new story. Videos showcased schools, shopping centers, performing arts venues, hiking trails, beaches, airports, and community parks, giving visitors a tangible sense of lifestyle, accessibility, and convenience. The intuitive format invited exploration while emphasizing the richness of the surrounding area.

Results

Windows to the World delivered an engaging and memorable way to visualize life in and around Great Park Neighborhoods. The experience reinforced the community's central location and lifestyle offerings, leaving prospects with a clearer and more compelling sense of place.





Corvette

Corvette Engine & Slider

Overview

As part of a national dealership tour, two interactive kits were developed to showcase the all-new Corvette Z06. These activations were designed to engage visitors and highlight the performance and innovation behind the vehicle.

Solution

To elevate the in-dealership experience, two distinct activations were created: the *Slider Activation* and the *Engine Activation*. Each experience offered an immersive way to explore key features of the Z06 through interactive technology and sensory engagement.

Slider Activation: A portrait-mounted touchscreen was placed over a fabric image of the Corvette, allowing users to explore vehicle features through a dynamic, X-ray-style digital overlay. As the screen was slid across the image, users triggered featurette videos and could access deeper informational content through “Learn More” options.

Engine Activation: Designed to showcase the powertrain of the Z06, this experience was initiated using a touchless footswitch with animated LED lighting. Directional speakers and embedded sub-shakers created a visceral audio-physical effect, enabling users to literally *feel* the power of the vehicle.

Experience

The activations delivered a high-impact, self-guided experience that combined technology with storytelling. Visitors could explore the Z06 at their own pace—visually dissecting the car’s features or engaging physically with the engine’s raw energy—without overwhelming dealership staff.

Results

These interactive kits helped increase customer dwell time and engagement at tour stops, contributing to stronger brand impressions and enhanced product education. The unique combination of tactile, visual, and auditory elements positioned the Corvette Z06 as both a technological and emotional powerhouse.



Corvette Engine & Slider

Video of our team testing the Corvette Engine activation.

