



Nic Schefman

Art Director / Creative Producer



### Proto Hologram x H&M - MOVE Campaign

The launch of H&M's MOVE clothing line marked a new era in retail technology and creativity. Our pioneering strategy showcased a dazzling 4k hologram window display, featuring local fitness instructors adorned in MOVE fitness attire.

This immersive spectacle captivated the community, drawing thousands of visitors to the MOVE store and generating widespread global coverage from reputable news outlets. Praised by the esteemed H&M executive team, including the CMO and President of North America, the activation's success was a testament to our collective vision. My role was to oversee the video content creation, art direction, directing talent, and the hologram technology installation.

Client: H&M x Proto Hologram

Video Production Manager / Art Director:  
Nic Schefman





**Chevy EUV - Augmented Reality Experience**

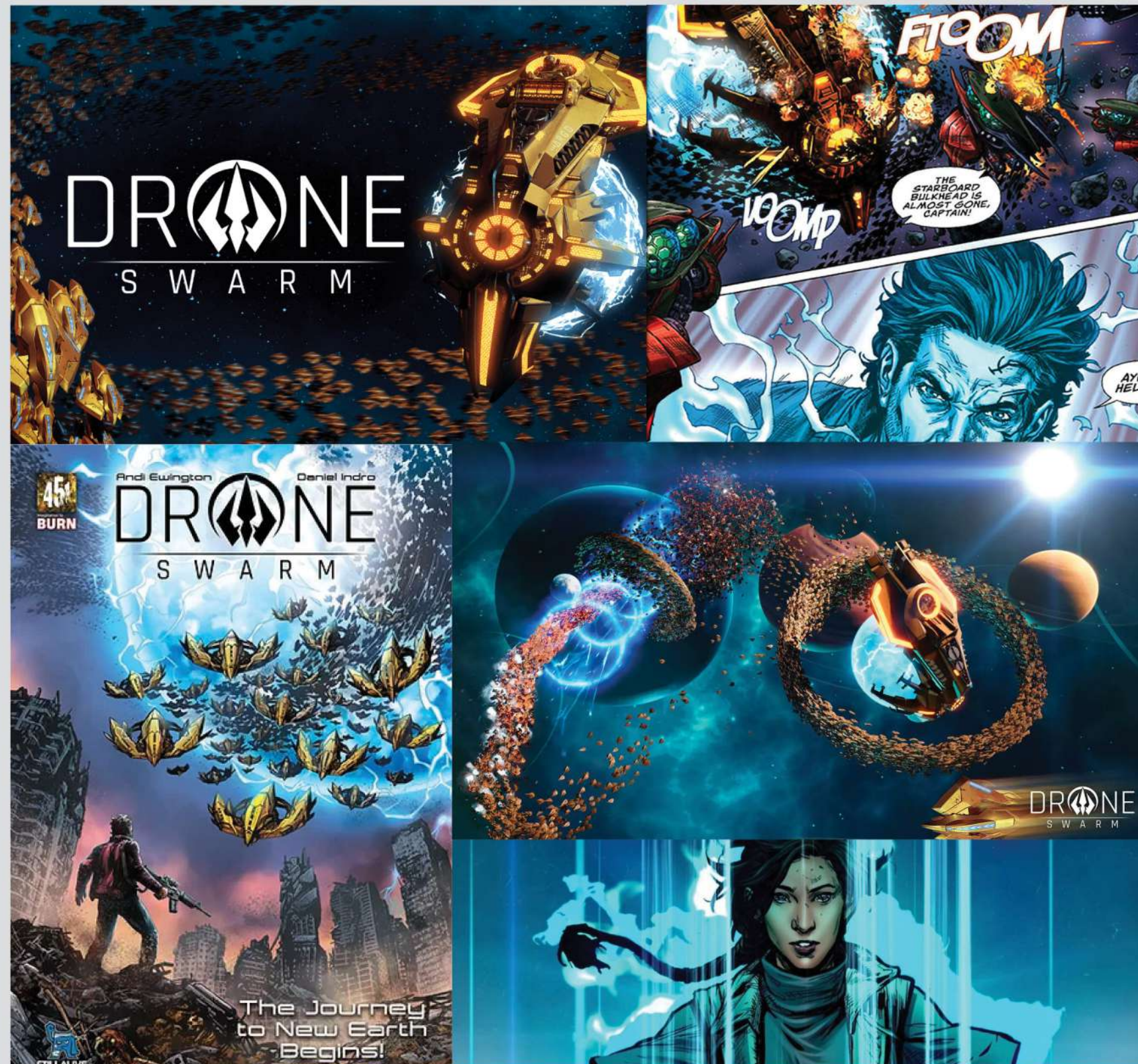
Step into the future of automotive innovation with the Chevy EUV augmented reality experience at the Chevrolet Detroit Grand Prix. This immersive journey blends cutting-edge technology with the thrill of electric vehicles, offering users a captivating glimpse into the world of sustainable mobility.

As you don your AR tablet, you're transported to a dynamic virtual beach side showroom where the sleek lines and eco-friendly features of the Chevy EUV come to life before your eyes. With stunning realism and interactive animations, you can explore every detail of the vehicle, from its aerodynamic design to its state-of-the-art electric propulsion system. My role was to assist with art direction, pitch the AR content, train the Chevy staff, and install the technology and video system.

Client: Chevy x MC2

Video Production Manager / Art Director:  
Nic Schefman





### Drone Swarm - Comic & Video Game

Drone Swarm received the prestigious PAX EAST: Writers Choice Award in 2020 for its exceptional writing in a video game. I had the privilege of serving as a writer for both the comic book and video game components. Additionally, I contributed to the art direction of the comic book, ensuring a cohesive and visually engaging experience for readers and gamers.

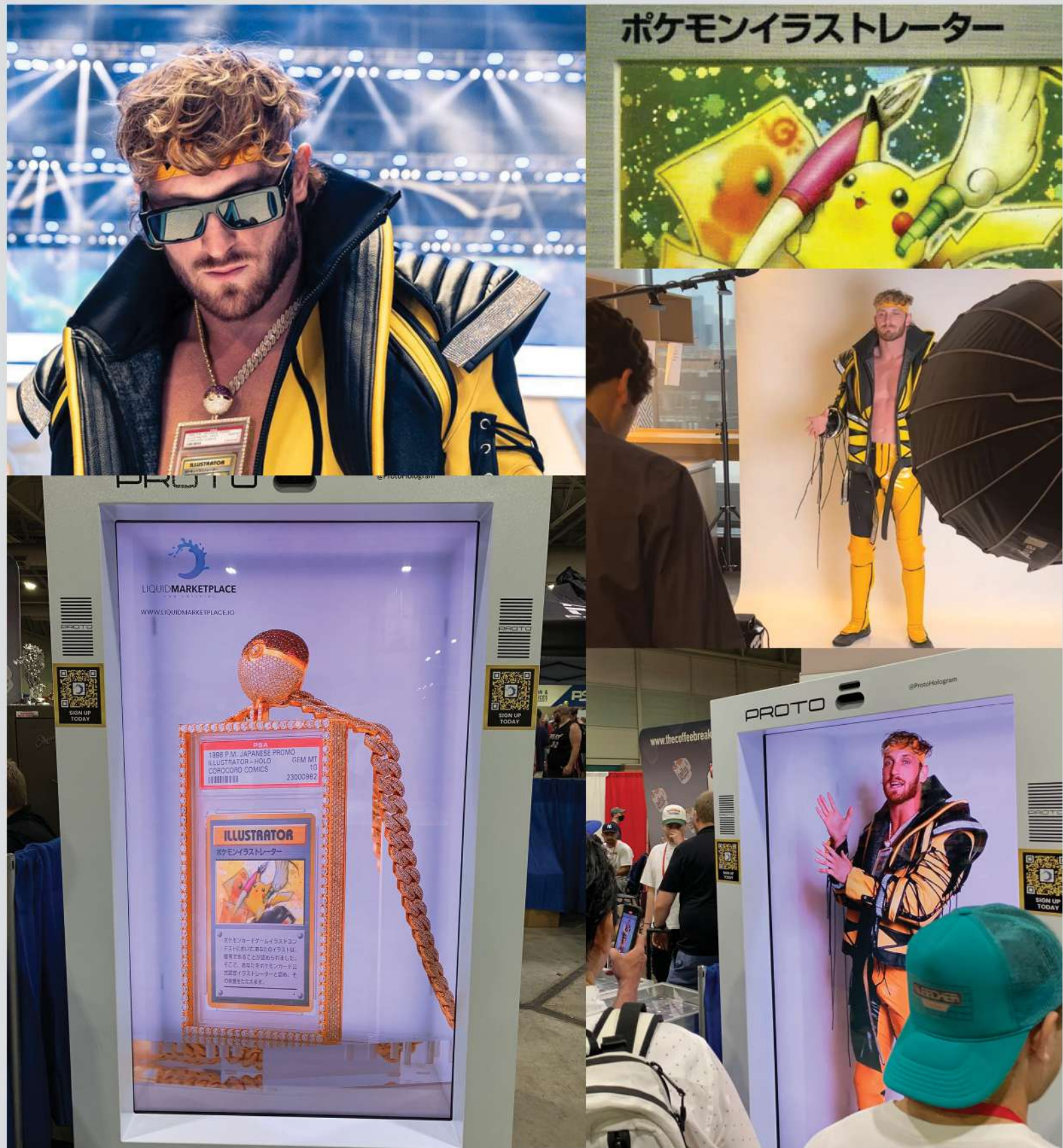
Drone Swarm is a very unique take on tactical games. Control 32,000 drones in quick, fast-paced fights. Combine your swarm abilities and counter constantly evolving attacks of your opponents. Survive varying enemy waves, get upgrades to your swarm, and make it to the next system alive!

In "Drone Swarm: The Comic," we learn the back story of Captain Carter and his brother Ayden as they lead 32,000 drones in breathtaking battles across the galaxy. With stunning artwork and rich storytelling, dive into the heart-pounding action and uncover the secrets of the Drone Swarm universe. Get ready for an epic adventure where the fate of the galaxy hangs in the balance!

Client: 451 Media x StillAlive Studios

Production coordinator / Art Director:  
Nic Schefman





**Proto Hologram x Logan Paul - NSCC Show 2023**

Welcome to the world of high-stakes excitement as Logan Paul, renowned influencer and collector, teams up with Proto Hologram to sell his latest treasure: a jaw-dropping \$5.3M Pokémon card using the Proto Epic Hologram.

Behind the scenes, I orchestrated this extraordinary event, from crafting the video content, to directing talent, and managing the live event at the National Sports Card Convention. This was truly an unforgettable project.

Client: Logan Paul x Proto Hologram

Video Production Manager / Art Director:  
Nic Schefman





## Rot in Hell, Paper Cups.

"I am not a paper cup..." isn't just a ceramic cup, it's an alternative to every paper cup. With doubled walled thermal ceramic technology not only is it dishwasher safe it's also environmentally friendly. That's right the paper cup is dead and it's not rotting in a landfill, it's rotting in hell. To learn more about us and order your own visit our website [www.dcgift.com](http://www.dcgift.com) for more info and order your own today.



## I Am Not A Paper Cup - Death Of The Paper Cup

16 billion paper cups are used for coffee every single year, which leads to 6.5 million trees cut down, 4 billion gallons of water going to waste, and enough energy to power 54,000 homes for a year also goes to waste. - GreenMatch

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That's right the paper cup is dead and it's not rotting in a landfill, it's rotting in hell. To learn more about us and order your own visit our website [www.dcgift.com](http://www.dcgift.com) for more info and order your own today.

Client: I am not a paper cup

Art Director:  
Nic Schefman



Hello, nice to meet you! My name is Nic Schefman, I'm an experienced art director and creative producer. Notable achievements include leading art direction and content creation for H&M and Verizon ad campaigns, as well as contributing to the production of Michael Bay comics and video games. I'm passionate about making great content for all audiences. Thank you!

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