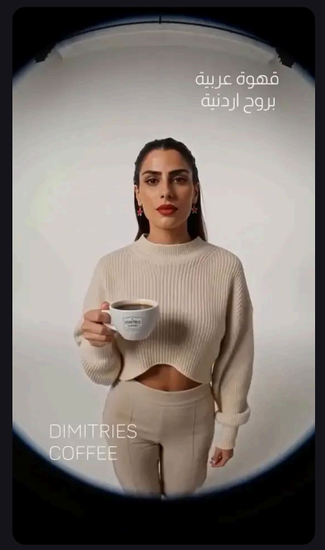
PORTFOLIO 2025 – 2026

AMMAN, JORDAN









LAITH AL QASEM

AI Creative Director and Motion Designer

AVATR · DEEPAL · CHANGAN · LATENT STUDIO

ALQASEM6966@OUTLOOK.COM

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LINKEDIN ↗

BEHANCE ↗

@LATENTSTUDIO.JO ↗

I direct AI the way a film is directed. Every frame is decided before it is generated, for AVATR, Deepal and Changan in Jordan and for the brands I build at Latent Studio.

5.92M
PLAYS ON THE REELS IN THIS BOOK

157
POSTS, CAROUSELS, FILMS

4
WEBSITES, LIVE

ONE AD. FOUR CARS.

AVATR 07 REEV · PAID INSTAGRAM CAMPAIGN, JORDAN

USD 169 spend · 108,825 views · 67,818 reach · 2.2% click-through · USD 0.07 per profile visit · 11 conversations · 4 cars sold, about JOD 39,000 each

CONTENTS

THREE CHAPTERS. ONE WAY OF WORKING.

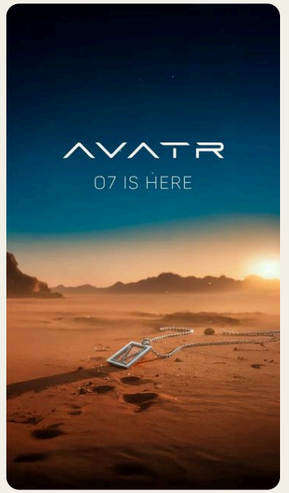
01 AVATR — 50 PIECES · 4.27M PLAYS

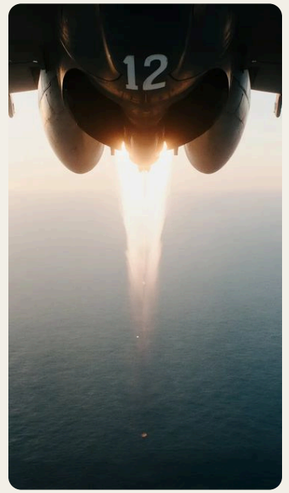
02 CHANGAN · DEEPAL — 69 PIECES · 1.56M PLAYS

03 LATENT STUDIO — 4 WEBSITES · 1 IDENTITY · 13 CLIENT CAROUSELS · 23 STUDIO PIECES

AVATR

Launch films, offers and seasonal campaigns for the AVATR 06, 07 REEV and 12 in Jordan.





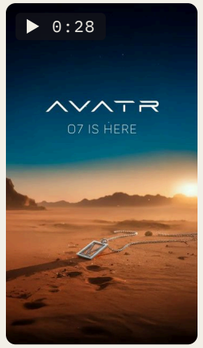


PIECES
50

FILMS
41

PLAYS
4.27M

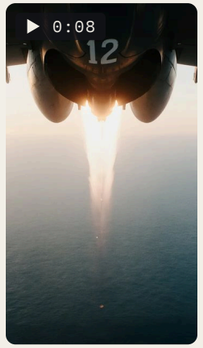
AVATR · FILMS



A new era of luxury …
AVATR 07 · OCT 20…



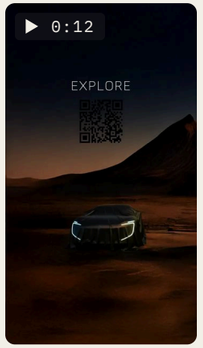
Tracked in every de…
AVATR 07 REEV · J…



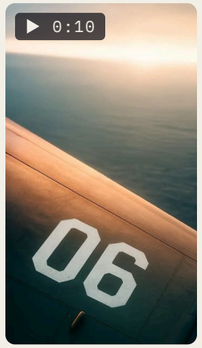
The power, jet series
AVATR 12 · AUG 20…



Waves, jet series
AVATR 07 · AUG 20…



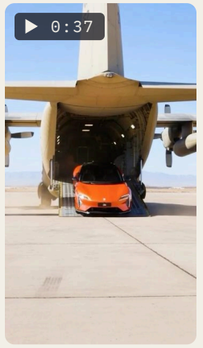
The future under on…
AVATR · SEP 2025 …



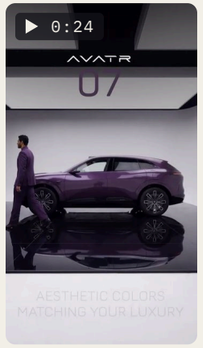
Dead Sea and Aqaba
AVATR × JORDAN · …



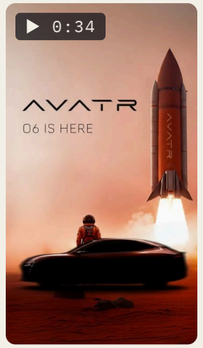
Wadi Rum 03
AVATR × JORDAN · …



Landing in Wadi Rum
AVATR 06 · OCT 20…



Aesthetic colours
AVATR 07 · DEC 20…



Redefining luxury 02
AVATR 06 · OCT 20…



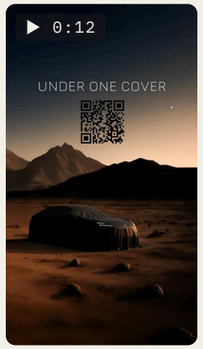
The Christmas list
AVATR 12 · DEC 20…



A private stable in J…
AVATR 12 · NOV 20…



Eid al-Adha film
AVATR · MAY 2026 …



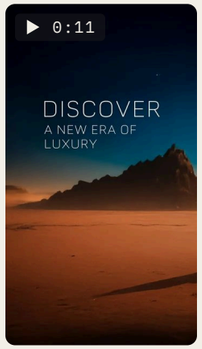
Petra 01
AVATR × JORDAN · …



The Sweifieh Villag…
AVATR 07 · SEP 20…



Redefining luxury 01
AVATR 06 · OCT 20…



Wadi Rum and Petra
AVATR 07 · OCT 20…



Petra 02
AVATR × JORDAN · …



Activation film
AVATR AT VISTA 4 …



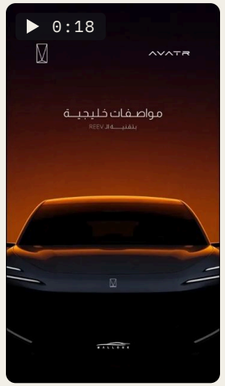
REEV or EV
AVATR 07 · APR 20…



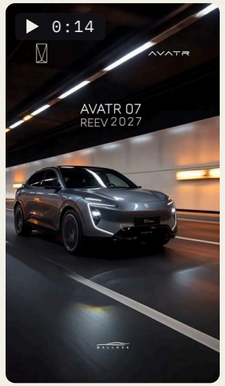
Wadi Rum 05
AVATR × JORDAN · …

AVATR · FILMS

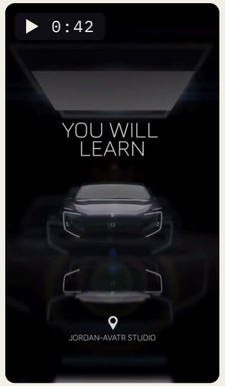
41 TOTAL · PAGE 2 OF 2 · TAP ANY PIECE TO OPEN IT ON INSTAGRAM



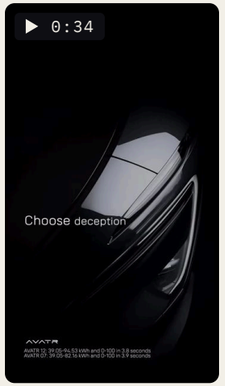
As never seen before
AVATR 07 REEV · APR…



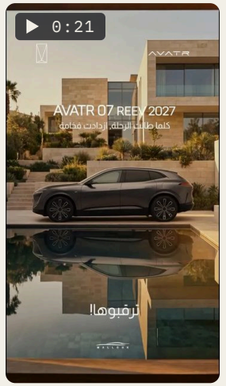
Reveal film
AVATR 07 2027 · MAY…



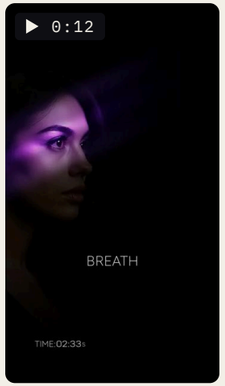
In 40 seconds
AVATR 12 · NOV 2025…



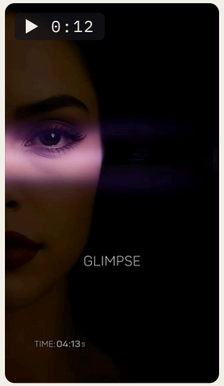
Choose perfection
AVATR · JAN 2026 · …



The longer the journey
AVATR 07 REEV 2027 …



03
AVATR × JORDAN · JU…



01
AVATR × JORDAN · JU…



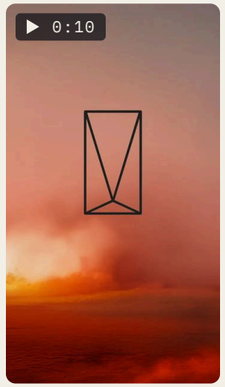
International Women'…
AVATR · MAR 2026 · …



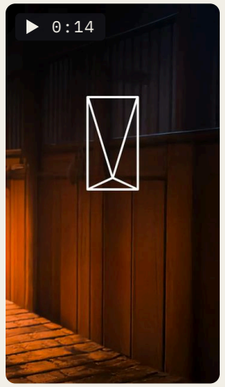
Valentine's film
AVATR · FEB 2026 · …



Wadi Rum 04
AVATR × JORDAN · JU…



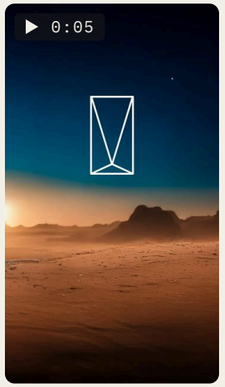
Redefining luxury 03
AVATR 06 · OCT 2025…



Arrival teaser
AVATR 12 · NOV 2025…



Wadi Rum 01
AVATR × JORDAN · JU…



Arrival in Jordan
AVATR 07 · OCT 2025…



Wadi Rum 02
AVATR × JORDAN · JU…



500 hp, 900 km
AVATR 07 REEV · JUL…



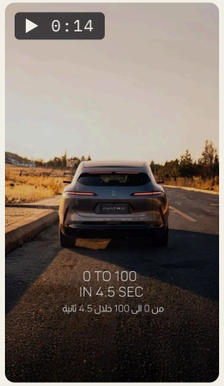
Desert study
AVATR × JORDAN · JU…



02
AVATR × JORDAN · JU…



0 to 100 in 3.9 seconds
AVATR 12 · SEP 2026…



Performance, made lu…
AVATR 07 · JUN 2026…

AVATR · GRID

1 GRID · THREE POSTS AS ONE IMAGE · TAP TO OPEN

01 · GRID · 4-SLIDE CAROUSEL
IN THE MIDDLE

Christmas carousel

AVATR 07 · DEC 2025









AVATR · CAROUSELS

6 CAROUSELS, EVERY SLIDE LAID OUT FLAT · TAP A ROW TO OPEN IT ON INSTAGRAM

01 · 9 SLIDES

A new era of technology

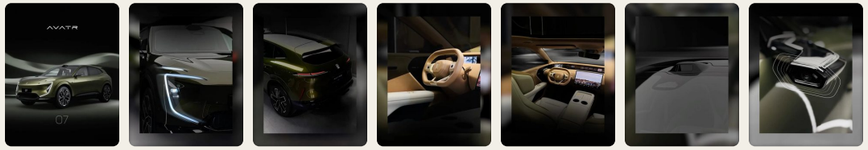
AVATR 07 REEV · JUN 2026



02 · 7 SLIDES

Feature series 02

AVATR 07 · FEB 2026



03 · 6 SLIDES

Range in every detail

AVATR 07 REEV · AUG 2026



04 · 4 SLIDES

Launch carousel

AVATR 07 REEV 2027 · MAY 2026



05 · 4 SLIDES

One shadow

AVATR 07 REEV · AUG 2026



06 · 5 SLIDES

Built on the golden ratio

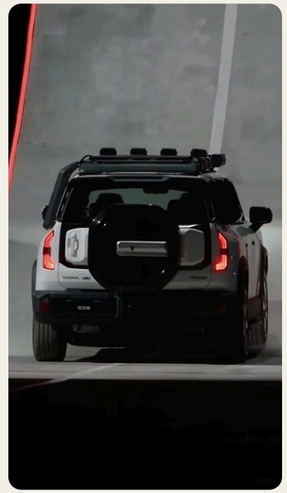
AVATR 07 REEV · SEP 2026

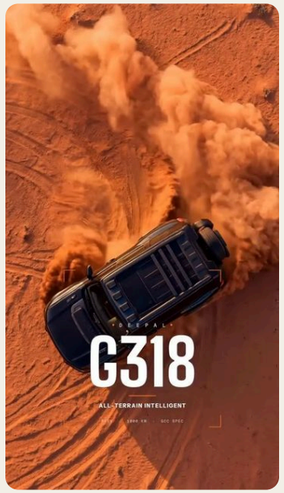


DEEPAL

Changan and its electric brand Deepal in Jordan: the S07, S05, G318 and SL03, and the new Eado EV.







PIECES
69

FILMS
35

PLAYS
1.56M

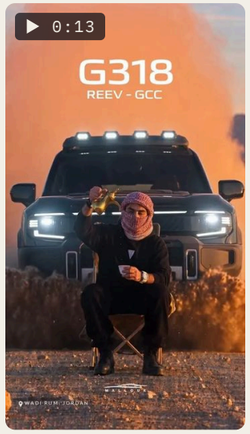
CHANGAN · DEEPAL · FILMS

35 TOTAL · PAGE 1 OF 2 · TAP ANY PIECE TO OPEN IT ON INSTAGRAM



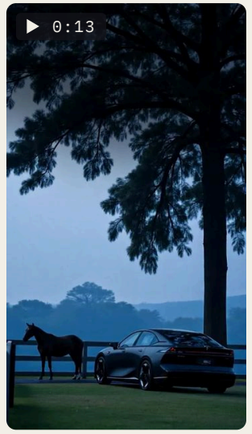
For everyone

DEEPAL · MAR 2026 · 39…



Wadi Rum

DEEPAL G318 REEV · OCT…



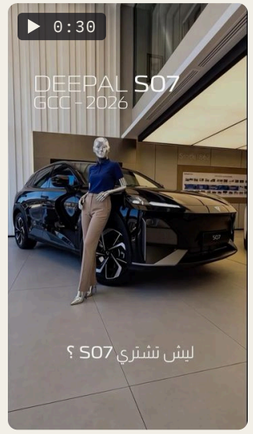
258 horses follow

DEEPAL SL03 · JUN 2025…



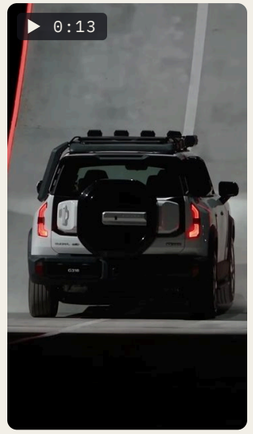
Book yours now

DEEPAL SL03 · MAR 2026…



Why the S07?

DEEPAL S07 · JUN 2026 …



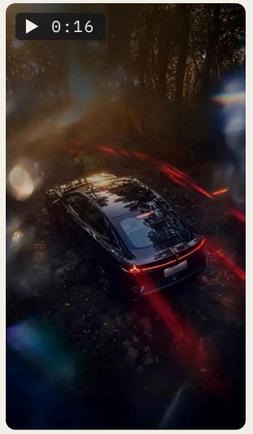
Spare yourself fake prom…

DEEPAL G318 · OCT 2026…



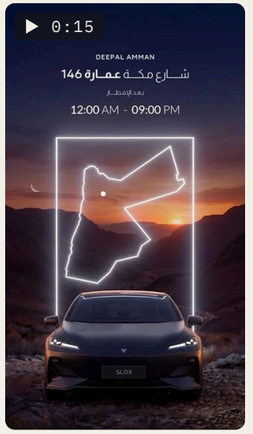
Made for every road

DEEPAL G318 · APR 2026…



Greatness meets perfor…

DEEPAL SL03 · MAR 2026…



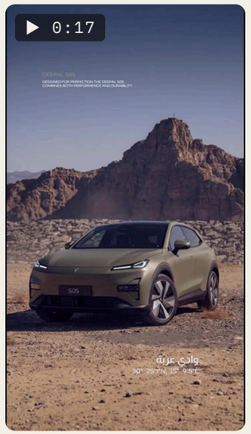
The Amman showrooms

DEEPAL · MAR 2026 · 41…



Designed for perfection

DEEPAL S07 REEV GCC · …



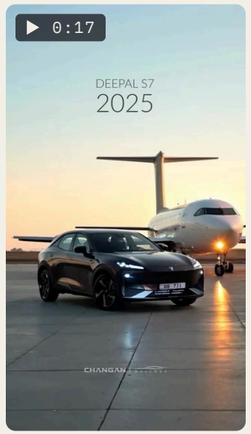
Matte green desert

DEEPAL S05 · AUG 2026 …



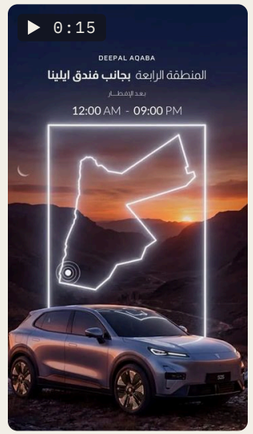
Film 01

DEEPAL S07 GCC 2026 · …



Own it now

DEEPAL S07 2025 · MAY …



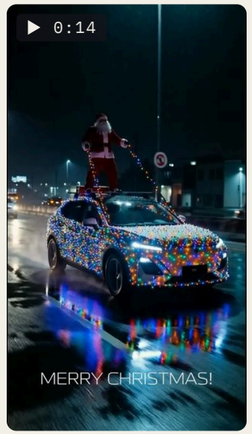
The Aqaba branch

DEEPAL · MAR 2026 · 24…



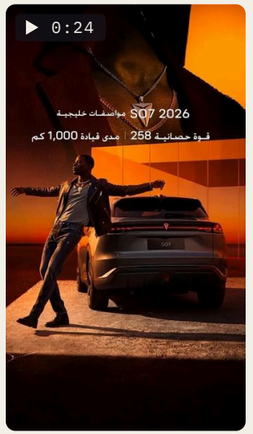
GCC spec

DEEPAL S05 2026 · APR …



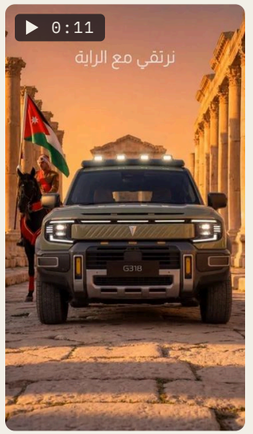
Santa took the fast lane

DEEPAL · DEC 2025 · 22…



Power, comfort, tech

DEEPAL S07 2026 · APR …

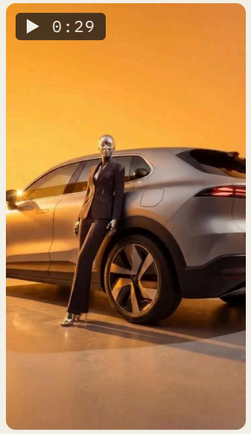


Proud of Jordan

DEEPAL G318 · APR 2026…

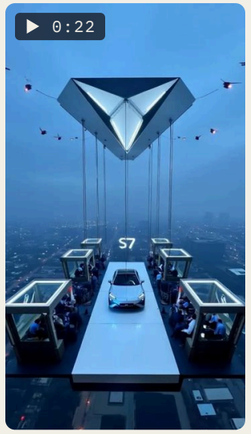
CHANGAN · DEEPAL · FILMS

35 TOTAL · PAGE 2 OF 2 · TAP ANY PIECE TO OPEN IT ON INSTAGRAM



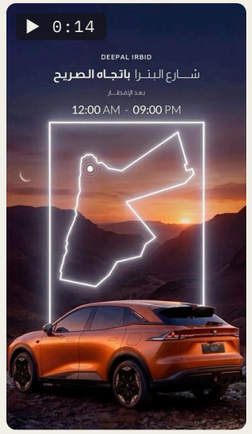
Just say it

DEEPAL S05 · APR 2026 …



The sky's the limit

CHANGAN · APR 2025 · 2…



The Irbid showroom

DEEPAL · MAR 2026 · 20…



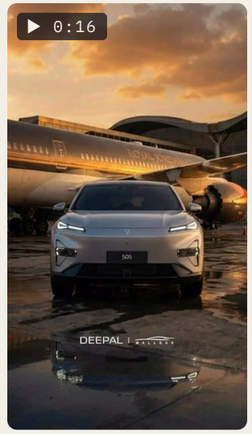
1,000 km of range

DEEPAL S07 · MAR 2026 …



GCC spec film

CHANGAN EADO EV 2027 ·…



First class on wheels

DEEPAL AIRWAYS · JAN 2…



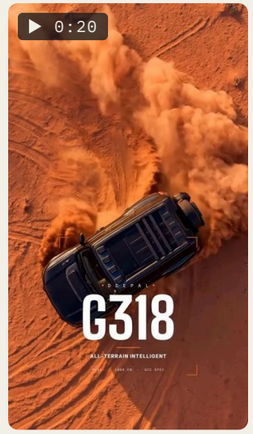
Mawlid greeting

DEEPAL G318 · AUG 2026…



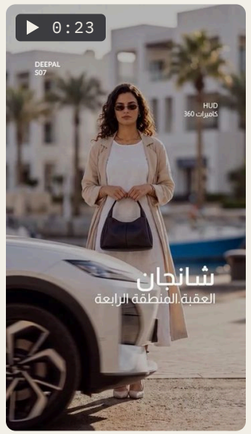
Film 02

DEEPAL S07 GCC 2026 · …



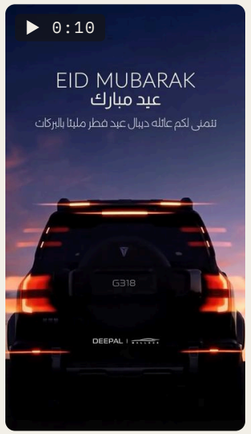
Built for all terrains

DEEPAL G318 · MAY 2026…



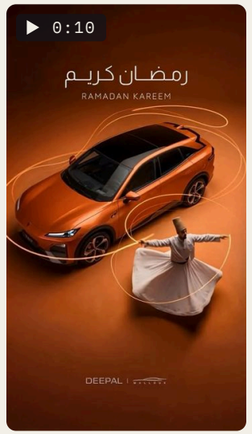
Lost looking for a car?

CHANGAN · JUL 2026 · 1…



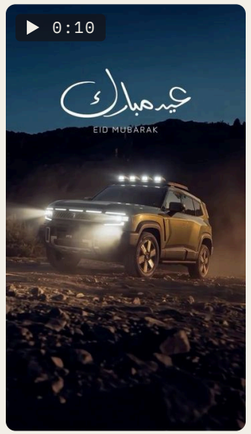
Eid al-Fitr greeting

DEEPAL · MAR 2026 · 16…



Ramadan greeting

DEEPAL · FEB 2026 · 14…



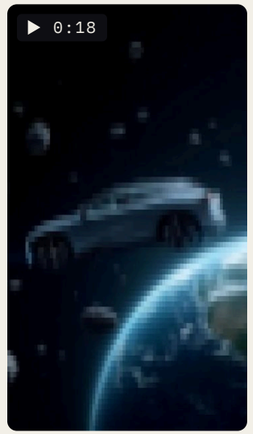
Eid greeting

DEEPAL G318 · MAY 2026…



Amman

DEEPAL S07 · MAY 2026 …



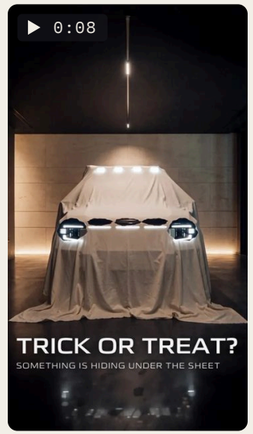
The Jordanian spaceship

CHANGAN · MAY 2025 · 7…



Every detail, at 1:87

DEEPAL S07 · APR 2025 …



Trick or treat

DEEPAL G318 · NOV 2026…

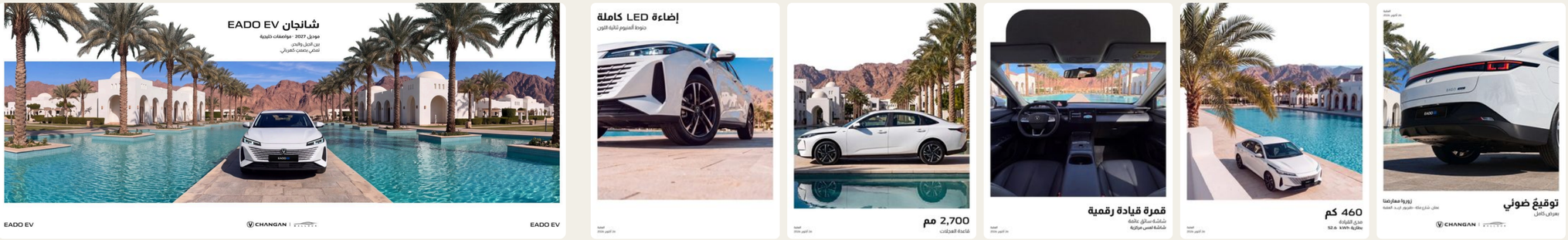
CHANGAN · DEEPAL · GRIDS

12 GRIDS · PAGE 1 OF 4 · THREE POSTS AS ONE IMAGE · TAP TO OPEN

01 · GRID · 6-SLIDE CAROUSEL IN THE MIDDLE

Ayla, Aqaba

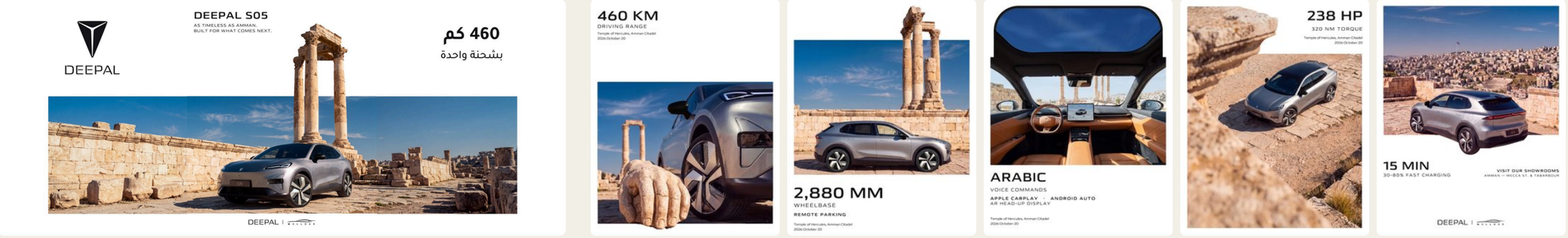
CHANGAN EADO EV · OCT 2026



02 · GRID · 6-SLIDE CAROUSEL IN THE MIDDLE

As timeless as Amman

DEEPAL S05 · OCT 2026



03 · GRID · 3-SLIDE CAROUSEL IN THE MIDDLE

420 km on 20 litres

DEEPAL S07 · JUL 2026

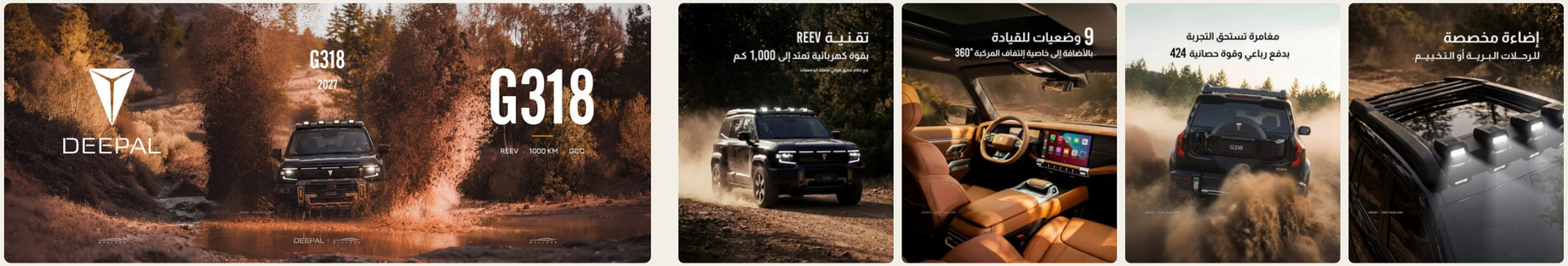


CHANGAN · DEEPAL · GRIDS

04 · GRID · 5-SLIDE CAROUSEL IN THE MIDDLE

Power for every road

DEEPAL G318 · MAY 2026



05 · GRID · FILM IN THE MIDDLE

Film 01

DEEPAL S07 GCC 2026 · MAY 2026



06 · GRID · FILM IN THE MIDDLE

GCC spec

DEEPAL S05 2026 · APR 2026



CHANGAN · DEEPAL · GRIDS

12 GRIDS · PAGE 3 OF 4 · THREE POSTS AS ONE IMAGE · TAP TO OPEN

07 · GRID · 6-SLIDE
CAROUSEL IN THE MIDDLE

Ready for every road

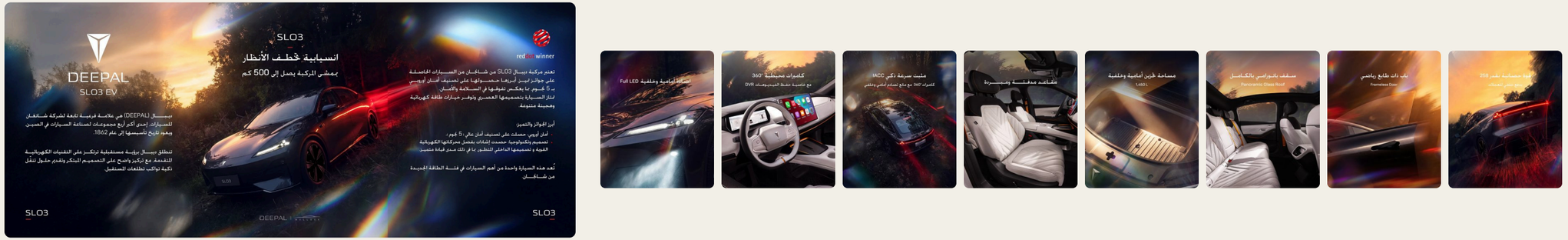
DEEPAL G318 · APR 2026



08 · GRID · 9-SLIDE
CAROUSEL IN THE MIDDLE

Swipe to discover

DEEPAL SL03 · MAR 2026



09 · GRID · 7-SLIDE
CAROUSEL IN THE MIDDLE

Out of the matrix

DEEPAL S07 · NOV 2025



CHANGAN · DEEPAL · GRIDS

10 · GRID · 5-SLIDE
CAROUSEL IN THE MIDDLE

The price that changes EVs

DEEPAL SL03 · JUL 2025



11 · GRID · 6-SLIDE
CAROUSEL IN THE MIDDLE

Unleash the beast

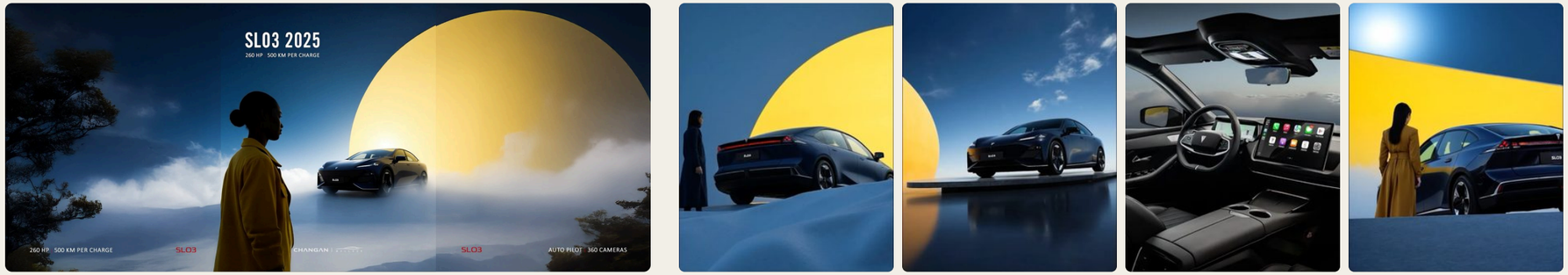
DEEPAL S07 · JUN 2025



12 · GRID · 5-SLIDE
CAROUSEL IN THE MIDDLE

Elegance in every detail

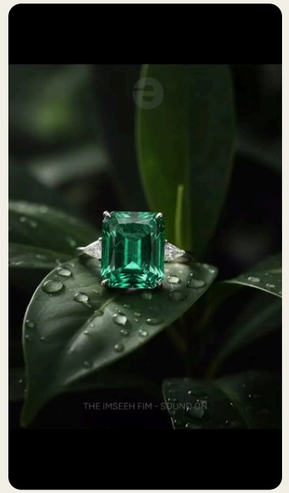
DEEPAL SL03 · JUN 2025



LATENT

My studio. Websites, identities and campaigns for brands, each one directed frame by frame.







WEBSITES
4

CLIENT CAROUSELS
13

STUDIO PIECES
23

LATENT · STUDIO FILMS AND POSTS

SPEC WORK IS MARKED · TAP ANY PIECE TO OPEN IT ON INSTAGRAM



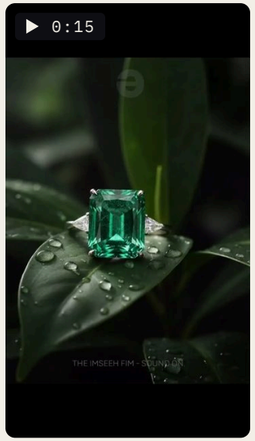
Extrait de parfum

ATELIER REBUL · AUG 20…



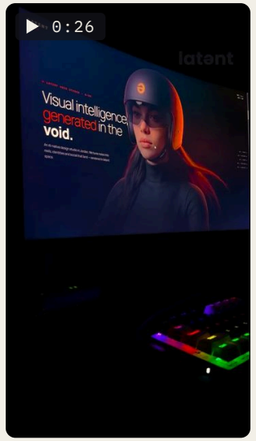
Where can coffee take you?

DIMITRIS COFFEE · JUL …



One ring, a leopard, a swan

IMSEEH · JUL 2026 · 39…



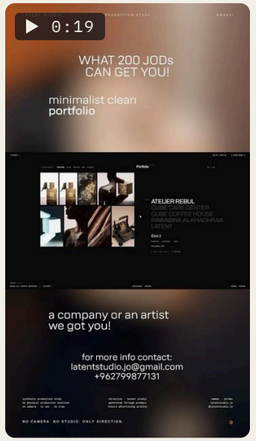
Interactive websites

LATENT · JUN 2026 · 27…



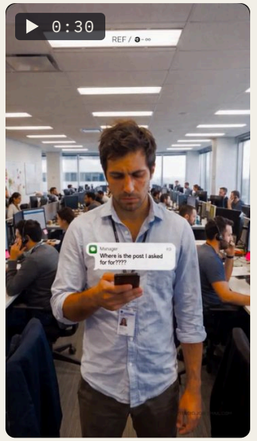
Perfect visuals

LATENT · MAY 2026 · 13…



One clean portfolio site

LATENT · SEP 2026 · 9K…



Latent × OnePoint Soluti…

· SEP 2026 · 2K PLAYS



Interactive websites 02

LATENT · JUN 2026 · 49…



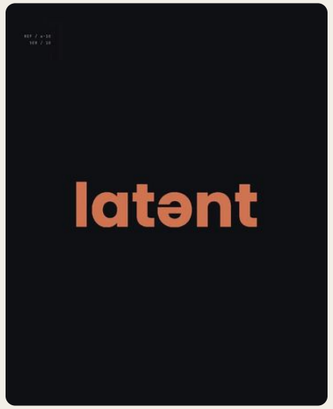
What's inside a brand book

LATENT · SEP 2026 · 44…



The wordmark

LATENT STUDIO · AUG 2026



Minimal by design

LATENT · MAY 2026

LATENT · STUDIO GRID

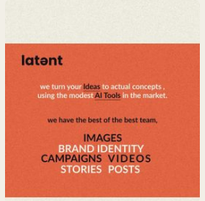
01 · GRID · 4-SLIDE CAROUSEL
IN THE MIDDLE

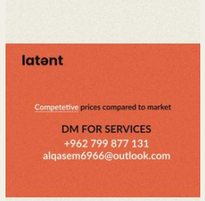
From text to image and film

LATENT · MAY 2026









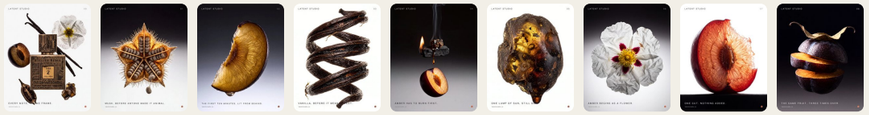
LATENT · STUDIO CAROUSELS

9 CAROUSELS, EVERY SLIDE LAID OUT FLAT · TAP A ROW TO OPEN IT ON INSTAGRAM

01 · 9 SLIDES

Élixir 2, nine studies

ATELIER REBUL · SEP 2026 · SPEC



02 · 5 SLIDES

The perfect fit for today

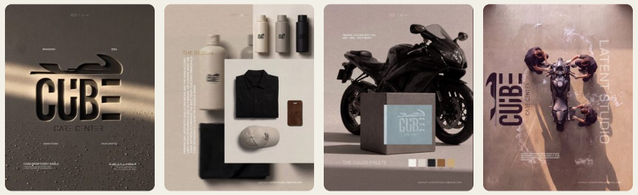
LATENT · AUG 2026



03 · 4 SLIDES

From latent space to your hands

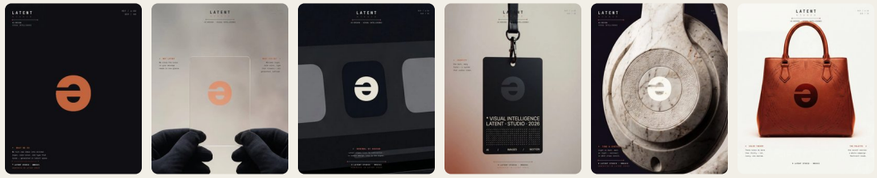
LATENT · AUG 2026



04 · 6 SLIDES

Minimalism and colour theory

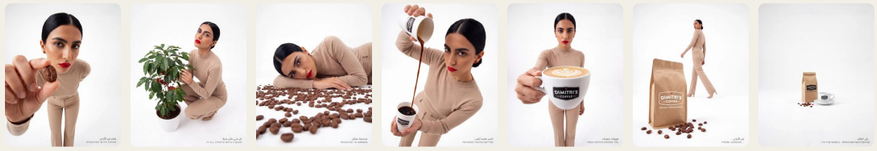
LATENT · MAY 2026



05 · 7 SLIDES

Seven panels

DIMITRIS COFFEE · JUL 2026



06 · 6 SLIDES

Case study 01

IMSEEH · JUL 2026 · SPEC



07 · 4 SLIDES

How we think before we make

LATENT · JUL 2026



08 · 3 SLIDES

Three principles, in Arabic

LATENT · JUL 2026



09 · 12 SLIDES

Nobody stood here

LATENT · SEP 2026

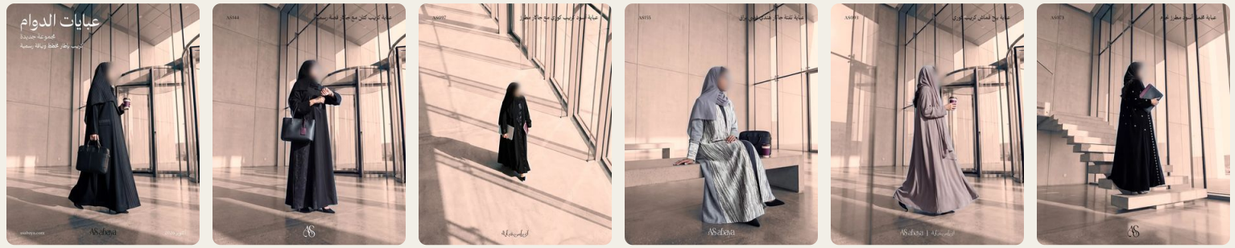


AS ABAYA

01 · 6 SLIDES

Work abayas

Carousel 01 · عبايات الدوام



02 · 6 SLIDES

Outing abayas

Carousel 03 · عبايات الطلعات



03 · 6 SLIDES

Offers

Carousel · six frames



04 · 3 SLIDES

Cashback and Trend24

Ads · post sizes



AS ABAYA

01 · 5 SLIDES

From the comments

Replies to real comments











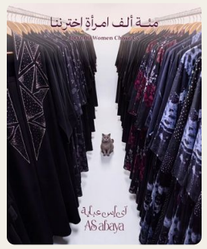
02 · 4 SLIDES

100K, thank you

Milestone carousel









03 · 9 SLIDES

The new collection

Carousel · nine frames



















04 · 6 SLIDES

The reveal

Launch carousel













SUDQI PLANET

01 · 3 SLIDES

Who we are

Brand intro carousel



02 · 4 SLIDES

Relief Sun · Beauty of Joseon

Product carousel



03 · 4 SLIDES

Deep Comfort · Clinique

Product carousel



04 · 4 SLIDES

345 Relief Cream Mist · Dr.Althea

Product carousel



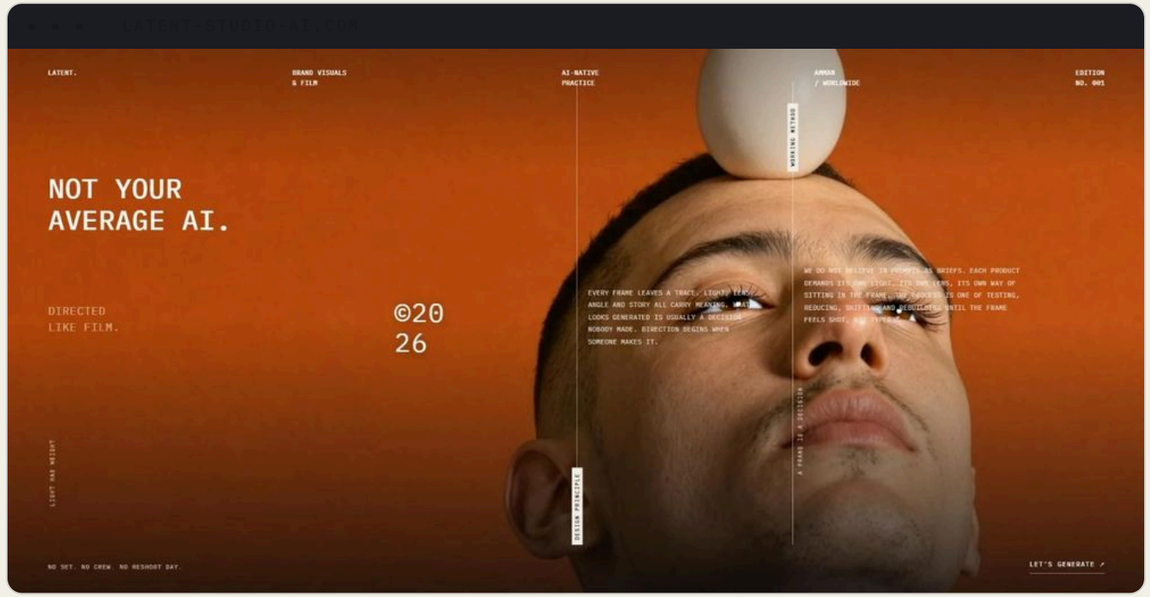
05 · 5 SLIDES

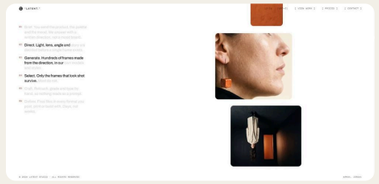
Green Plum Cleanser · Beauty of Joseon

Product carousel

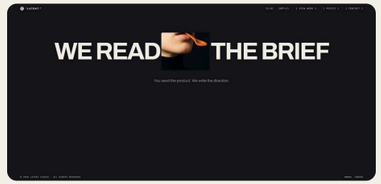


WEBSITES · FOUR SITES, ALL LIVE





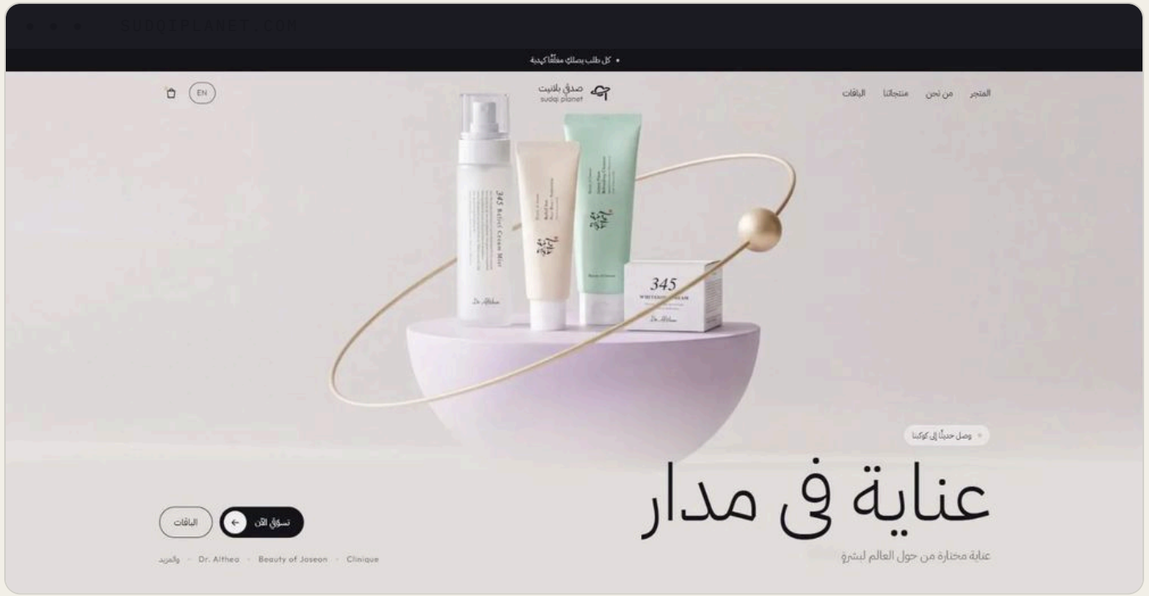




Latent Studio

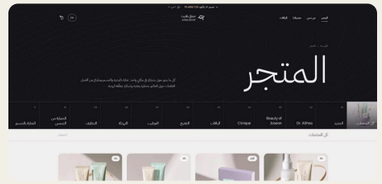
LATENT-STUDIO-AI.COM ↗

A scroll-directed site: headlines rise through masks, statements brighten word by word, colour changes on a blinds cut, a pinned list of what we make.







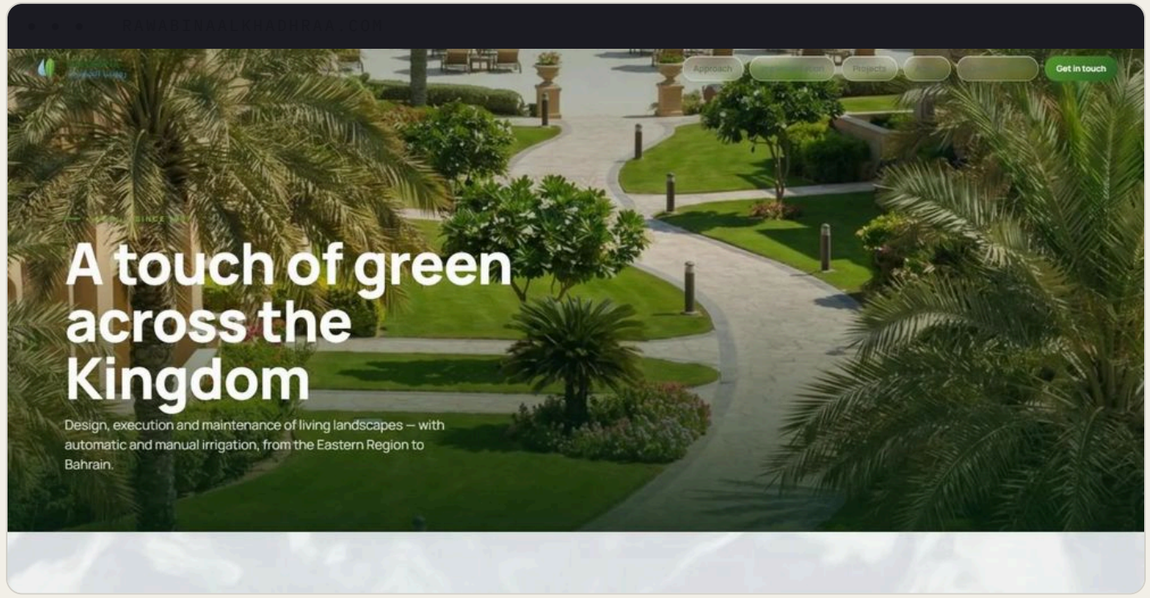


Sudqi Planet

SUDQIPLANET.COM ↗

An Arabic-first store for Korean and global skincare: an editorial landing page, a filterable shop and a cart ready for Shopify.

WEBSITES · ALL LIVE





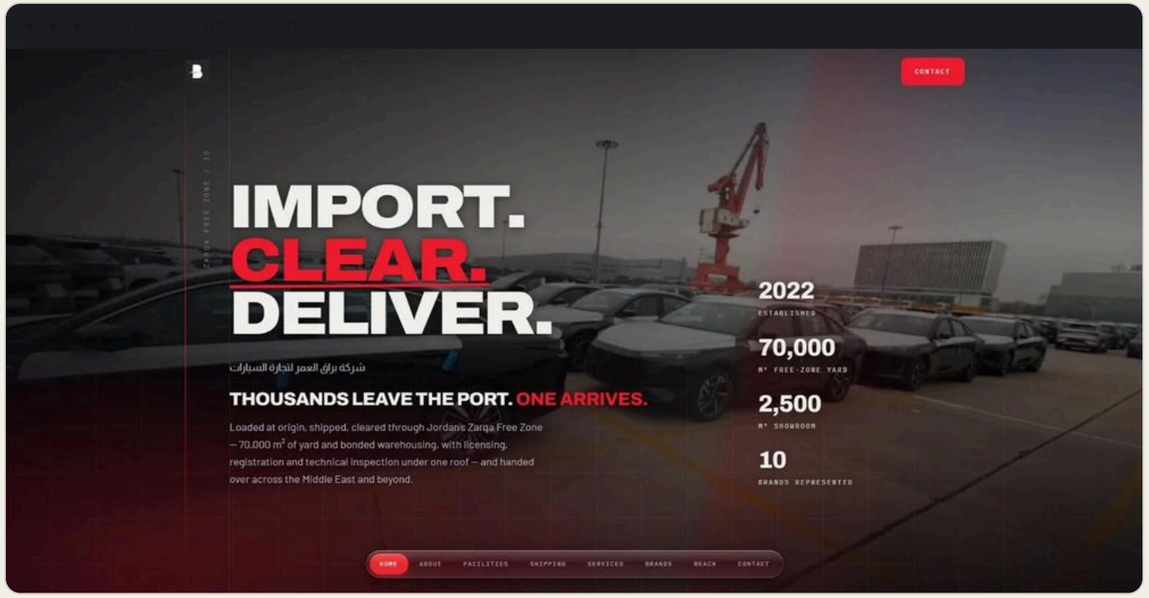


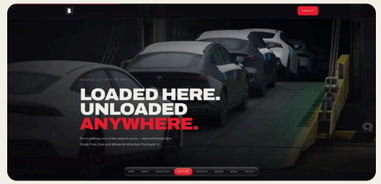


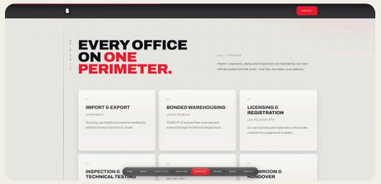
Rawabina Al-Khadhraa

RAWABINAALKHADHRAA.COM ↗

A falling leaf carries the reader from the hero into 28 years of living landscapes across the Eastern Region and Bahrain.









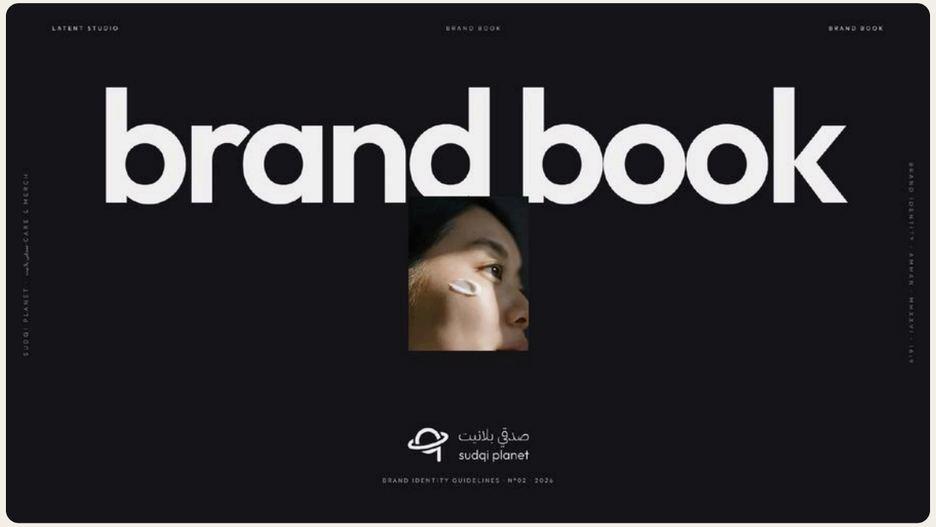
Buraq Al Omur

BURAQALOMUR.COM ↗

Import, clear, deliver: an industrial red-on-ink site for a free-zone operator, with a pinned wall of the fleet.

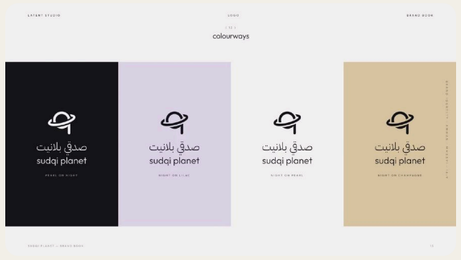
SUDQI PLANET · BRAND IDENTITY

SUDQIPLANET.COM ↗

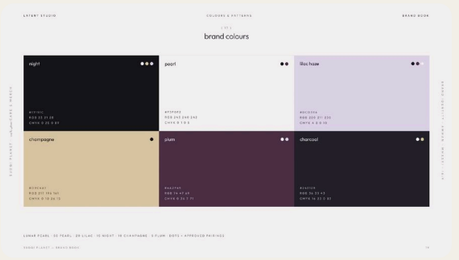




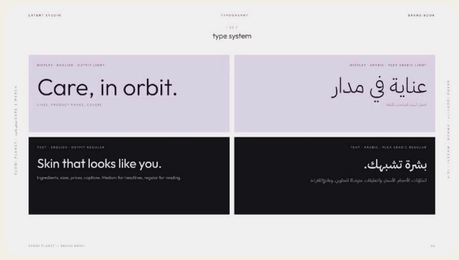




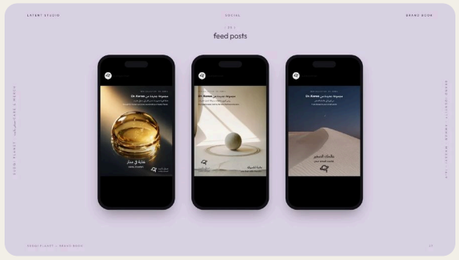
















HAVE SOMETHING IN MIND? LET'S DIRECT IT.

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