

CALEB HIERS

**VISUALLY BOLD.
STRATEGICALLY BUILT.**

CREATIVE DIRECTION, PHOTOGRAPHY, AND POST-PRODUCTION
FOR CAMPAIGNS, BRANDS, AND PERSONALITY-LED VISUALS.



**I BUILD CAMPAIGN-READY VISUAL
SYSTEMS THROUGH CREATIVE
DIRECTION, PHOTOGRAPHY,
LIGHTING, AND POST-PRODUCTION.**

My work is designed to give brands, personalities,
and launches imagery with aesthetic force and clear
commercial purpose.

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SELECTED WORK

Conceptual campaigns, commercial launches, beauty and editorial portraiture, merch, and personality-led branding.

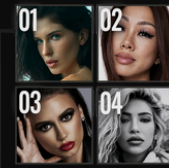
Organized to show authored concept, commercial relevance, and a consistent visual point of view.

01 AUTHORED CONCEPTS

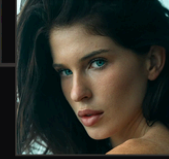
PALETTE



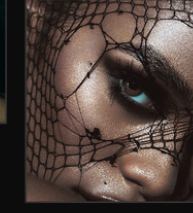
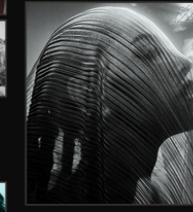
CASTING



FINAL SELECT



Selected for:
Strong eyes,
bone structure,
& expression



DIRECTION

SOMBER
QUIET
INTIMIDATING

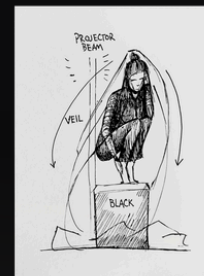
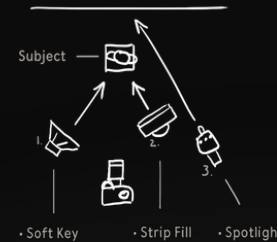
CONCEPT NOTES

Black Palette
Metallics
Veil/ Netting
Strong Eyes
Desaturated

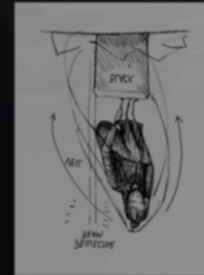
BEAUTY NOTES

Deep shadows
Upper and
Lower lids,
Muted skin,
Restrained lips,
No warm/glam
tones

LIGHT PLAN



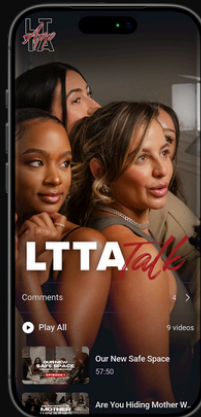
LIGHT PLAN



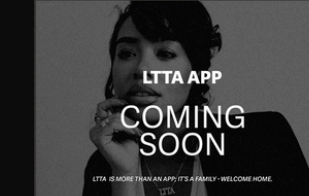
02 COMMERCIAL RELEVANCE



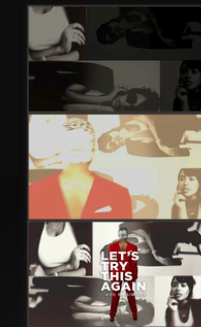
IN-APP / PLATFORM



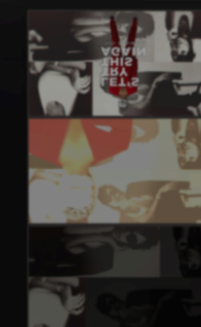
SOCIAL ROLLOUT



MOTION ASSETS



PRODUCT + FOUNDER



MOTION ASSETS



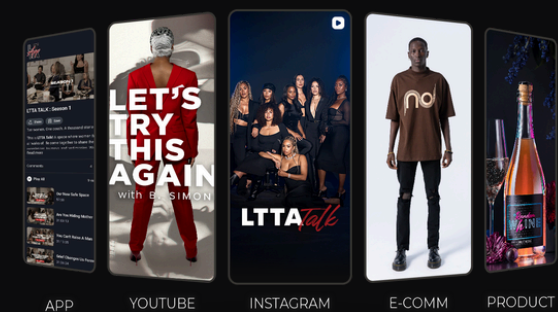
PRODUCT + FOUNDER

03 CONSISTENT VISION

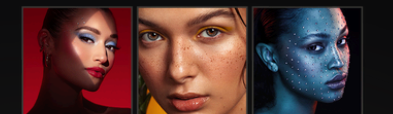
VISUAL SYSTEMS



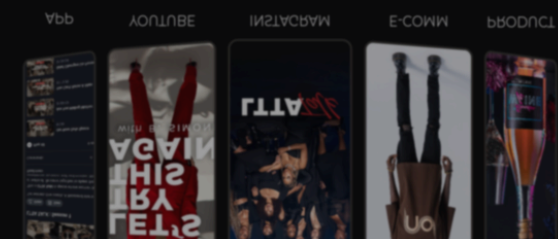
CONSISTENCY ACROSS PLATFORMS



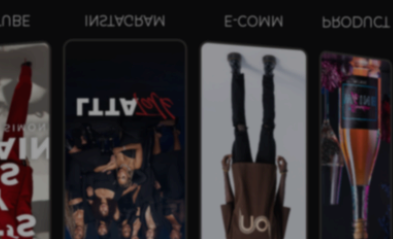
REPEATABLE FINISH



REPEATABLE FINISH



CONSISTENCY ACROSS PLATFORMS



AUTHORED CONCEPTS

01

CHAINMAIL

A self-directed studio concept built to explore sculptural styling, controlled color, and high-fashion image-making.





PROCESS



Reference Direction

CASTING



/SARAH 01/

Why Sarah:

Angular bone structure, cool gaze, elongated neck, strong editorial presence

Casting Rationale:

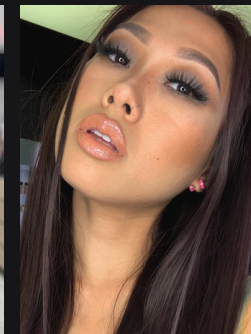
Selected for her ability to hold a controlled, high-fashion frame and translate minimal direction into strong, intentional presence.



Current look



Silhouette



Editorial Read

Final Cast

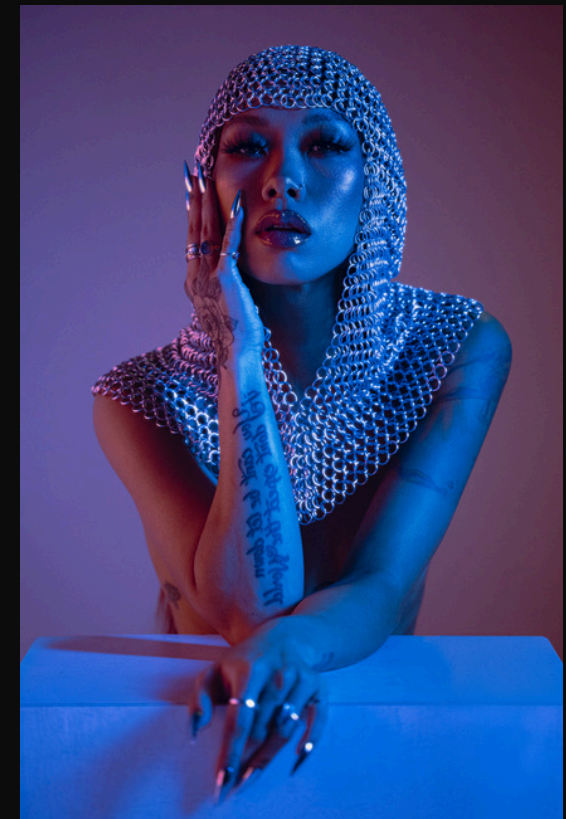
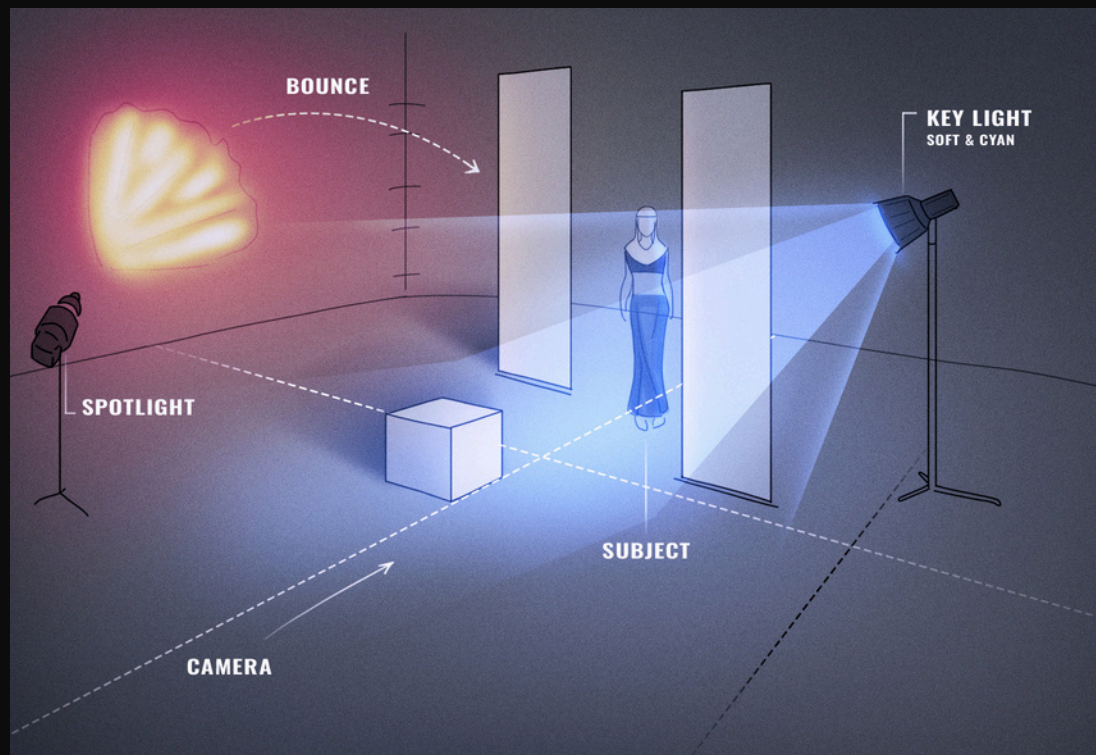
DIRECTION & CASTING

I defined the visual direction, using specific references to set the tone, structure, and color palette. I then handled the casting. I searched for a model with the bone structure and composure needed to carry the idea through the lens without relying on post-production.

LIGHTING & ENVIRONMENT

A controlled lighting system built to separate subject from environment while maintaining tonal cohesion.

- Cyan key light defines structure and surface detail
- Warm projection introduces contrast into shadow
- Panels shape spill and isolate the subject
- Composition is driven by separation, not coverage





LTTA

Podcast identity, app rollout, and
branded content ecosystem

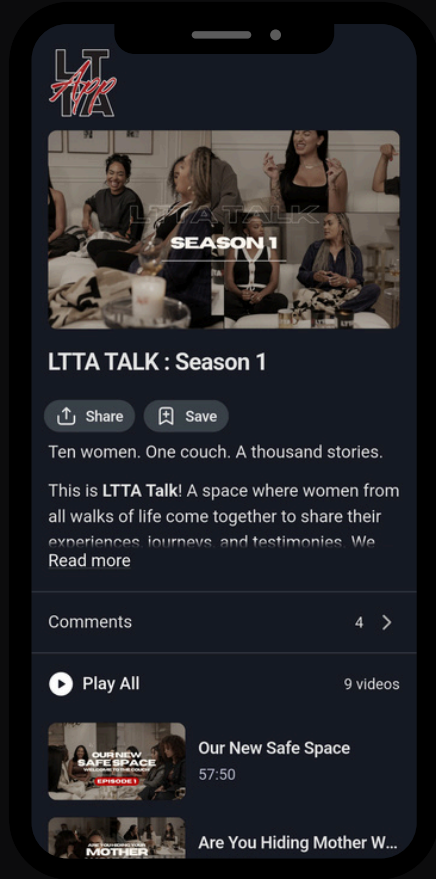
TITLE CARD ANIMATION



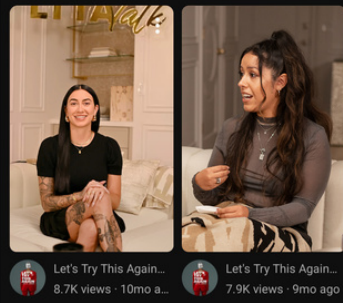
SOCIAL REELS



LT TA App | In-Product

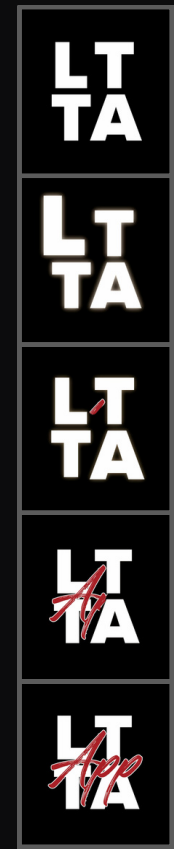
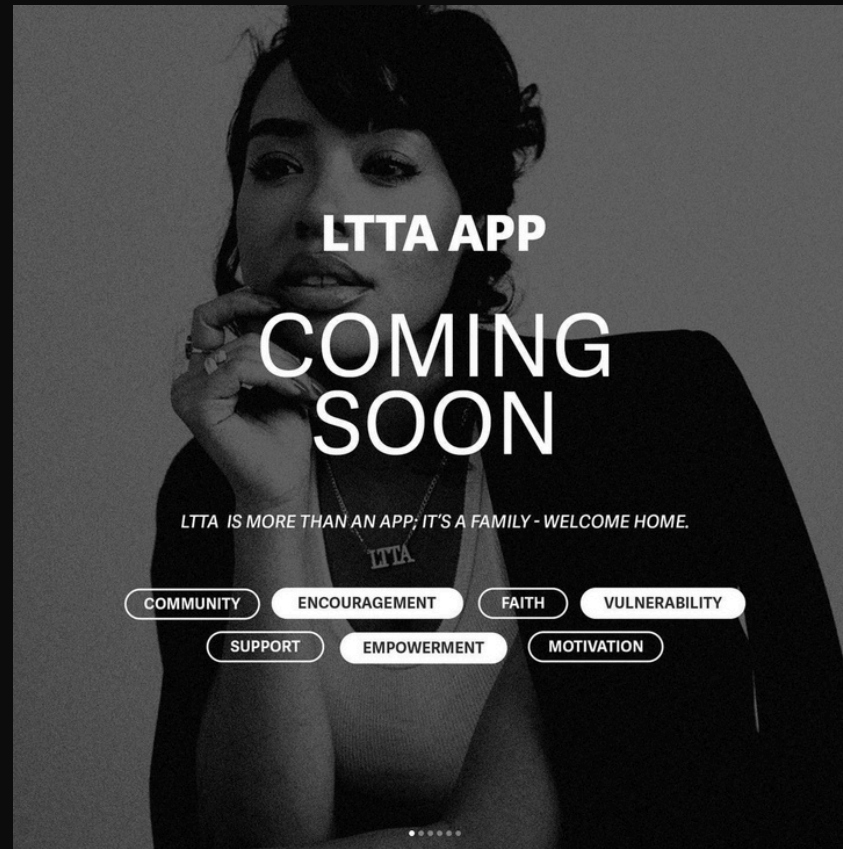


YouTube | Distribution



Visual assets integrated into rollout by internal team

Instagram | Social Rollout



MOTION GRAPHICS



ONE BRAND LANGUAGE. TWO ENVIRONMENTS. SAME CONTROL.

From high-contrast promo portraits to on-set cast coverage, the imagery stayed cohesive across subjects and use cases.

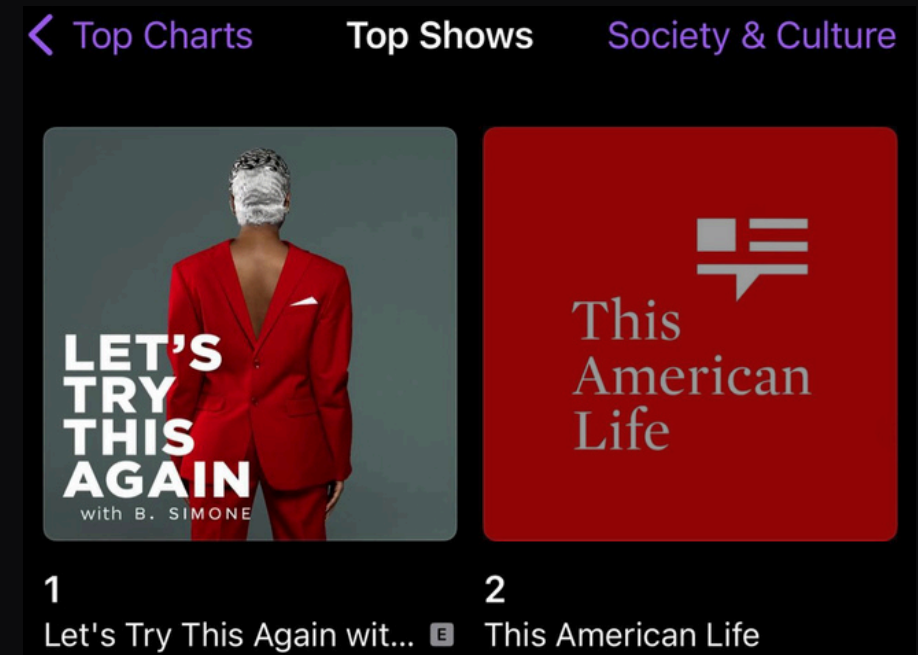


PERFORMANCE



VISUALS DEPLOYED ACROSS CONTENT
REACHING (30K-4.8M+ VIEWS)

Ongoing creative support across full release cycle



CAMPAIGN EXECUTION

MMM COLLECTION | Merch launch campaign
built from casting through final delivery





MMM COLLECTION | Merch launch campaign
built from casting through final delivery



CAMPAIGN LEADERSHIP THROUGH FINAL DELIVERY

Led the MMM Collection launch from visual direction through final post, shaping the shoot's aesthetic, securing the studio, directing on set, hiring and directing video support, and delivering polished campaign-ready imagery across the collection.

\$10K+ campaign budget

BRAND INTO PRODUCT

KNOW FOR SURE | Podcast identity translated into merch and campaign visuals





ONE DROP. CLEAR IDENTITY.

Merch, styling, and talent direction carried a consistent campaign look across the release.



BUILT TO EXTEND

The visual language carried across later merch drops and supporting brand promo.



CONSISTENT VISION

03

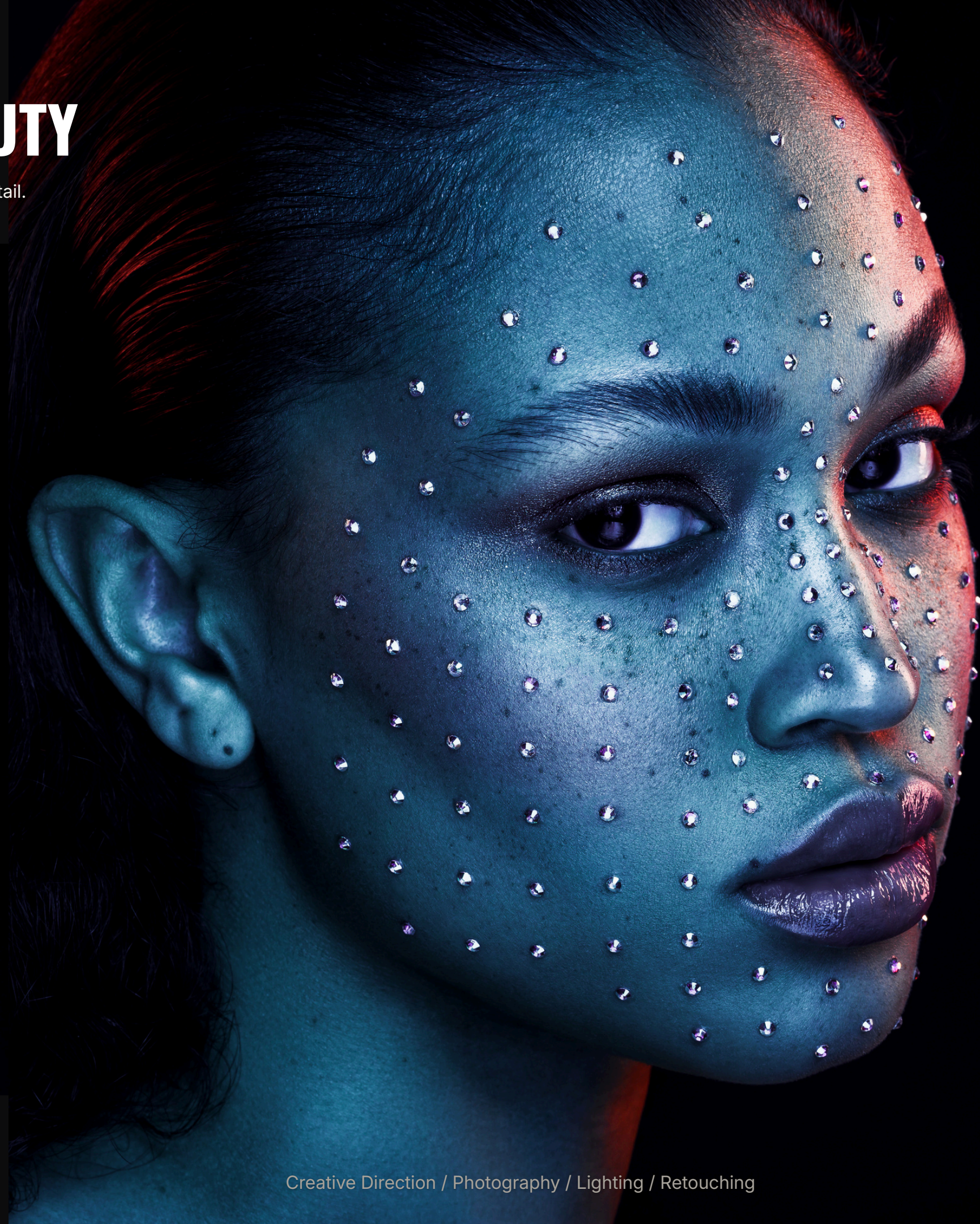
Different modes, same standard of authorship, control, and finish.



JUNGLE PINK | Self-directed concept image

PRECISION IN BEAUTY

Controlled light, clean skin finish, and high-end beauty detail.





CONTROL ACROSS STYLES

Precision carried across graphic, glam, romantic, and product-led beauty work.



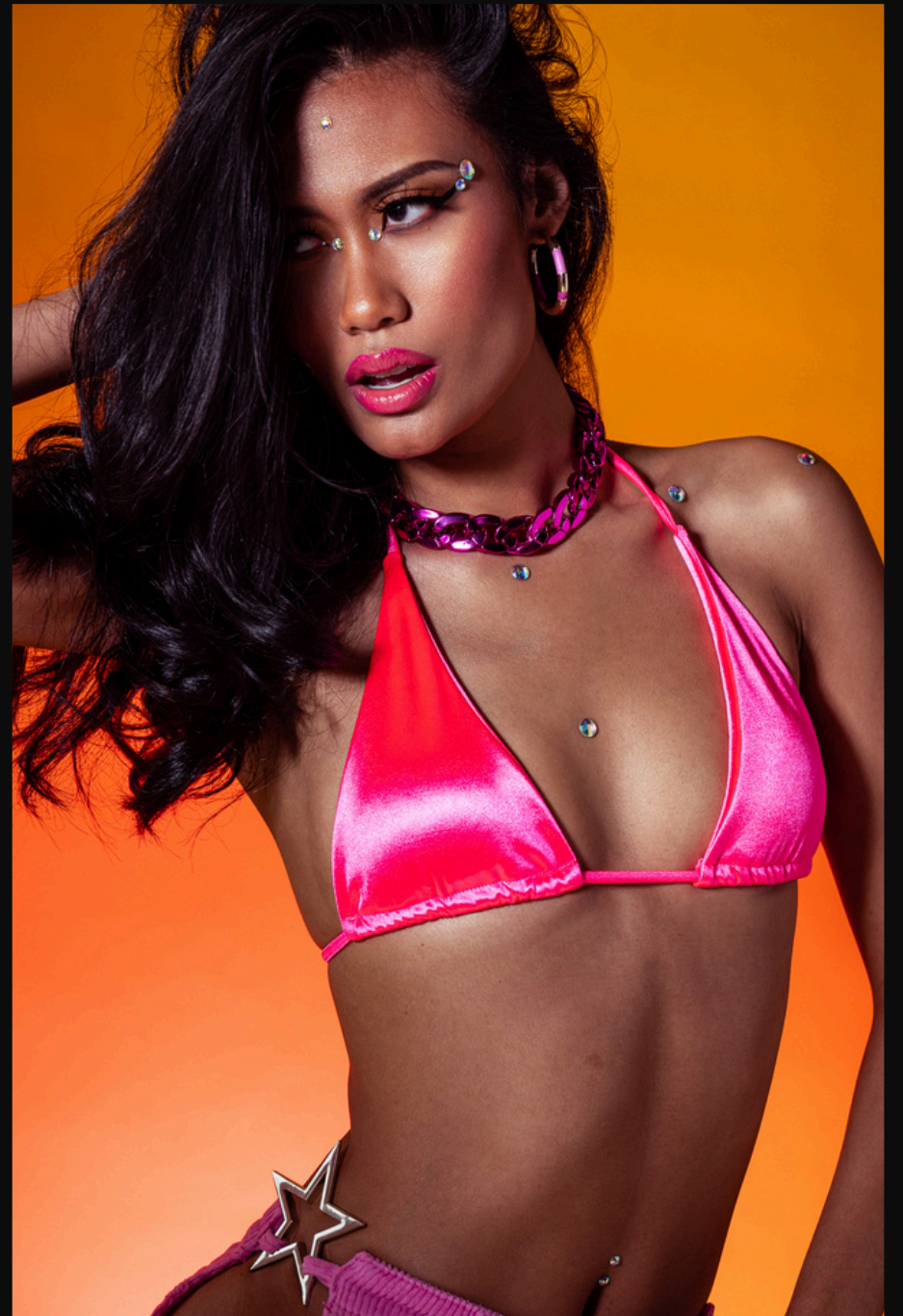
Promotional imagery built to introduce cast, sell chemistry, and support rollout.

INTRODUCING TALENT. SELLING CHEMISTRY.



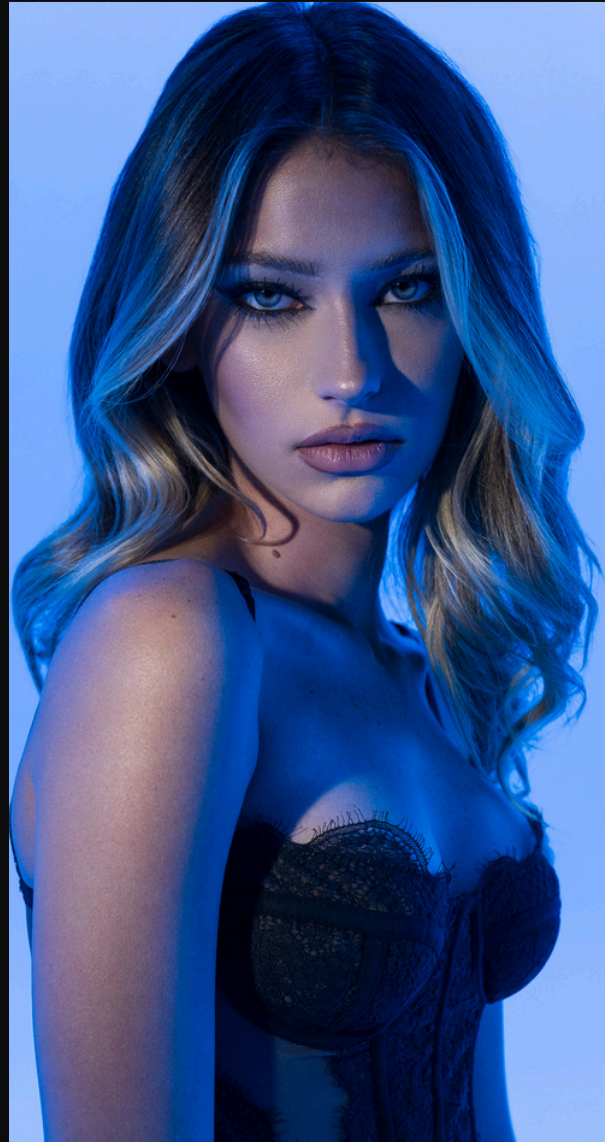
Different styling worlds. Same level of control, finish, and point of view.

EDITORIAL RANGE



Across beauty, campaign imagery, and editorial fashion,
the work stays concept-led and finish-conscious

A POINT OF VIEW, EXECUTED END TO END



CALEB HIERS

**CREATIVE DIRECTION / PHOTOGRAPHY /
LIGHTING / RETOUCHING**

Controlled visual systems for brand, editorial, and
campaign imagery.

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