



SELECTED WORKS / 2026

SOFIIA LUKIANCHUK

AI CREATOR

VISUAL PRODUCTION

CREATIVE DIRECTION

UPDATED AUGUST 2026

A PRACTICE INVISUAL DIRECTION

Sofiia Lukianchuk is an AI creator working across visual production, creative direction and editorial image-making. Her practice combines concept development, image curation and moving-image experimentation for fashion, product and brand-focused work.

EUROPE / AVAILABLE FOR SELECTED PROJECTS



WHAT I SHAPE

01 CREATIVE DIRECTION

02 ART DIRECTION

03 AI VISUAL PRODUCTION

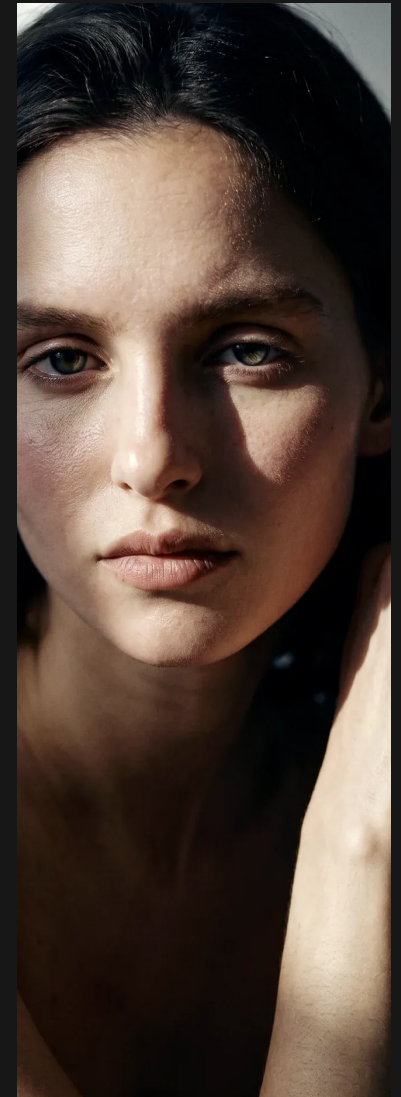
04 BRAND IMAGERY

05 PRODUCT EDITORIAL

06 FASHION & MODEL EDITORIAL

07 AI MOTION PRODUCTION

08 VISUAL CURATION



IN MOTION

AI MOTION EDITORIAL / 2026

A short-form AI motion editorial extending visual direction from still imagery into moving image.



FILM STILLS / 05.2S / 07.2S / 11.5S

[VIEW THE MOTION FILM ONLINE ↗](#)

CREATIVE DIRECTION / AI MOTION PRODUCTION / VISUAL CURATION





PROJECT 02 / 07

AT THE BARRE

CATEGORY

Cinematic Editorial

CLIENT

Independent Concept

YEAR

2026

ROLES

Creative Direction / AI Visual Production /
Image Curation

AI-assisted cinematic editorial shaped by ballet gestures, window light and the geometry of a rehearsal studio.



[VIEW PROJECT ↗](#)

SILVER & BLUE

PRODUCT EDITORIAL / 2026

CLIENT

Independent Product Study

ROLES

**Art Direction / AI Visual Production
/ Image Curation**

AI-assisted earring editorial built from close portrait framing, braided hair and a cool blue accent.



[VIEW PROJECT](#) ↗

PORTRAITS IN PLACE

AI VISUAL PRODUCTION / 2026



CLIENT

Independent Concept

ROLES

**Creative Direction / AI Image
Generation / Image Curation**

AI-assisted portrait series placing one
model within the weathered
atmosphere of a fairground.



[VIEW PROJECT](#) ↗



PROJECT 05 / 07

CHERRY FASHION EDITORIAL

CATEGORY

AI Visual Production

CLIENT

Unofficial Brand Concept

YEAR

2026

ROLES

Visual Direction / AI Image Generation /
Post-Production

AI-assisted fashion editorial concept shaped around a cherry-print outfit, warm interiors and product-led poses.



[VIEW PROJECT ↗](#)

DESERT PRODUCT EDITORIAL

FASHION EDITORIAL / 2026

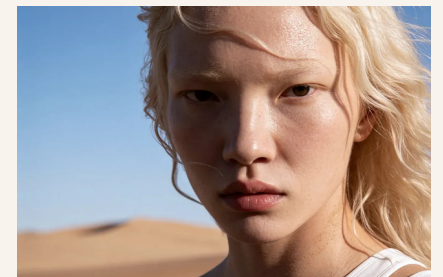
CLIENT

Brand Editorial

ROLES

**AI Creative Direction / Storyboard /
Image Curation**

Fashion editorial storyboard with a model, a white garment and warm desert light.



[VIEW PROJECT](#) ↗

AI PRODUCT STILL LIFE

PRODUCT PHOTOGRAPHY / 2026



CLIENT

Product Study

ROLES

**AI Creative Direction / Still Life
Composition / Image Curation**

AI-assisted product still life with wet
metal, gloss and a deep red accent.

[VIEW PROJECT](#) ↗

START A PROJECT

Europe / Available for selected projects

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