

WILLIAM *William* 2025 ROMERO.

The Chosen Ones Portfolio

Discover Creativity Through Design: Join me on a journey of art and visual storytelling. Each project showcases my passion for design and my dedication to turning ideas into engaging and beautiful visuals.

Anyone can make something beautiful; only some can give it meaning.

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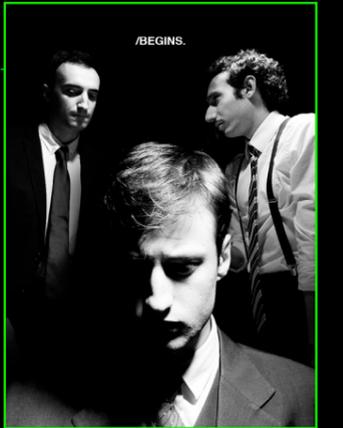
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CLASSIFIED
CASINO

"No more bets" said the dealer
The cards come out,
And the players wait,
awaiting figures.

All kings and queens,
And some get Aces,
They scream out BlackJack,
Their heart races.

They play again,
They came to win,
So this time around,
They go all in.

It's time to lose,
So I've been told,
They win a little,
Then forfeit all.

And yet they come,
For another run,
They come to win,
But I hold the gun.

They think I played them,
They call me rigger,
I couldn't care, so "No more bets",
said the dealer.

CONTEXT

The "Art of the Cards" collection is a piece of work deriving from my experience as a player, a card counter and an employee at the casino. As I imagine many others have, I was exposed to the idea of luxury, elegance and glamour of the casino through movies at an early age. James Bond's Casino Royale, Oceans 11, Rainman and countless other pieces of media are all guilty of driving many victims to a battle where victory is nothing but an illusion.

I set myself to tell this story through small fragments of text within the designs.

Las Vegas' Rio Hotel & Casino was the first ever casino I stepped foot into, I was 10. My dad and I had arrived from a 7 day car trip from Florida to Nevada, sleeping in motels, getting lost following an outdated GPS and getting into all kinds of unexpected trouble. My overflowing excitement and expectations completely shattered when all that stood before me was a city full of emptiness and an artificial sense of fun. I'm sure being 10 and naive didn't help, I mean... we were on the lift on our way to the room and a "couple" stepped in. She was all over the guy as if there wasn't a 10 year old standing right there, my dad to this day says she was probably a prostitute, but again it didn't even cross my mind.



It wouldn't be until 8 years later on my 18th birthday, that I would shoot my shot at the Empire Casino in London. As expected, I lost £50 at the roulette with one of my best friends. We went home and bought 8 decks of cards, I remembered watching Rainman years ago and I was about to do the same. After 2 whole days learning BlackJack's basic strategy and card counting, we rushed to the casino. Long story short, we partied out until 3 AM and went back to the casino until 7 AM. We played every single day for a couple of weeks, earning around £2.000 of which we spent around 70% alone on partying. Countless times I've heard you need to be a genius to count cards, you just need practice, like most things in life.

I never went back to counting cards after those 2 weeks, my friend left the UK and I wasn't about to spend my time alone in a basement with no windows, surrounded by people willing to bet their lifes' savings on whatever number a random tiny silver ball decided to land on.

After moving back to Spain a couple years later, my friends and I visited the Casino a few times, but we never really played to win, we knew what we were in for. Card counting wasn't even a possibility, because unlike the Empire Casino, they



had Continuous Shuffle Machines here, which made card counting impossible. I guess, not being able to "cheat" my way around was just no fun, so there isn't much to say about this era.

Development for the "Art of the Cards" collection began mid summer 2022. During discussions regarding the project, we jokingly tossed around the idea of working as professional croupiers. Me however, I took it as a challenge, so I applied for the job and got it. I thought of it as method acting, getting to know the subject from the inside in order to achieve better results (I also had high regards for the job and was excited to live that experience, so it's not like I forced myself to anything).

It took 2 months of intense training to get a taste of the real deal. I was scared, there are many delicate procedures a croupier must follow; Never take money directly from the clients hand, empty your hands and show the camera before leaving the table, be aware of each players gamble, keep count of the money on the chip tray, whose priority is it to make decisions for each hand that's played, hold the cards in a certain way, pick back up the cards in a specific order, the list goes on...

My shift ran from 19.15 to 04.15, I took the bus home and slept no longer than 5 hours to wake up at 11.00 and work on the brand. After 6 months of living in a constant state of mental fatigue I quit the job. I met a lot of good people during my time at the casino, both colleagues and players; turns out, the devil's den is full of nice people (there are some exceptions, of course, but that applies everywhere). I haven't stepped my foot in a casino ever since.



CLASSIFIED ART OF THE CARDS

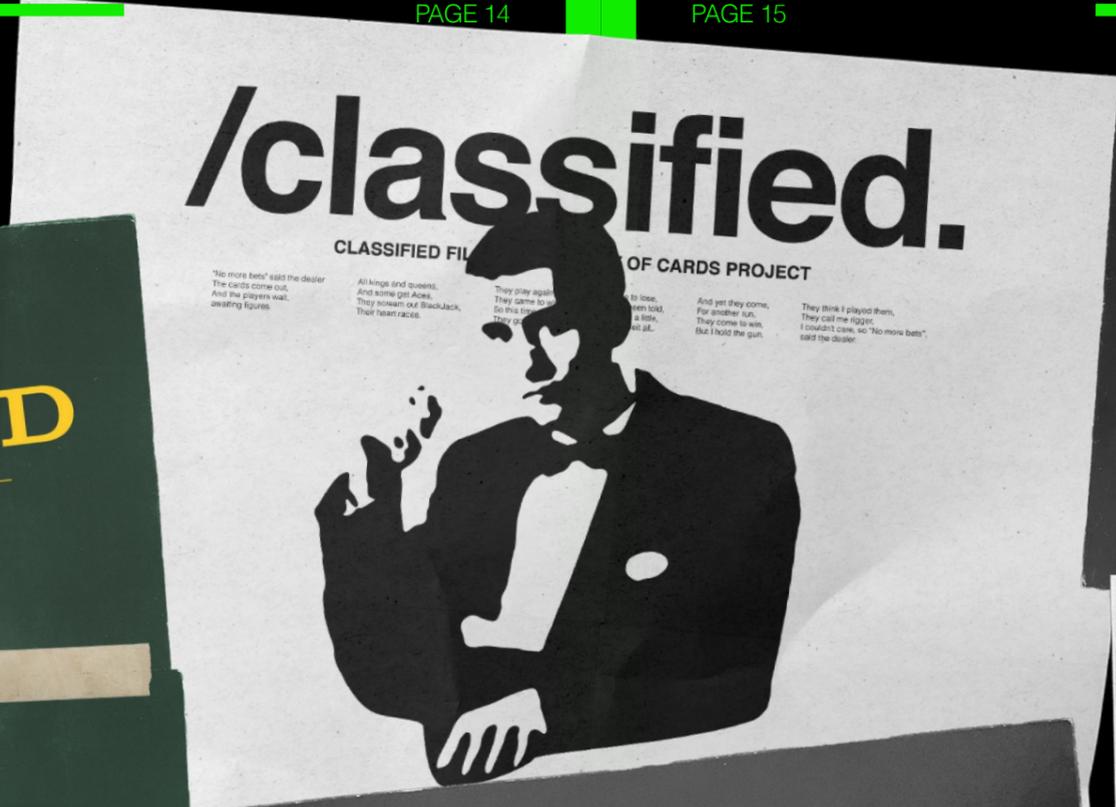
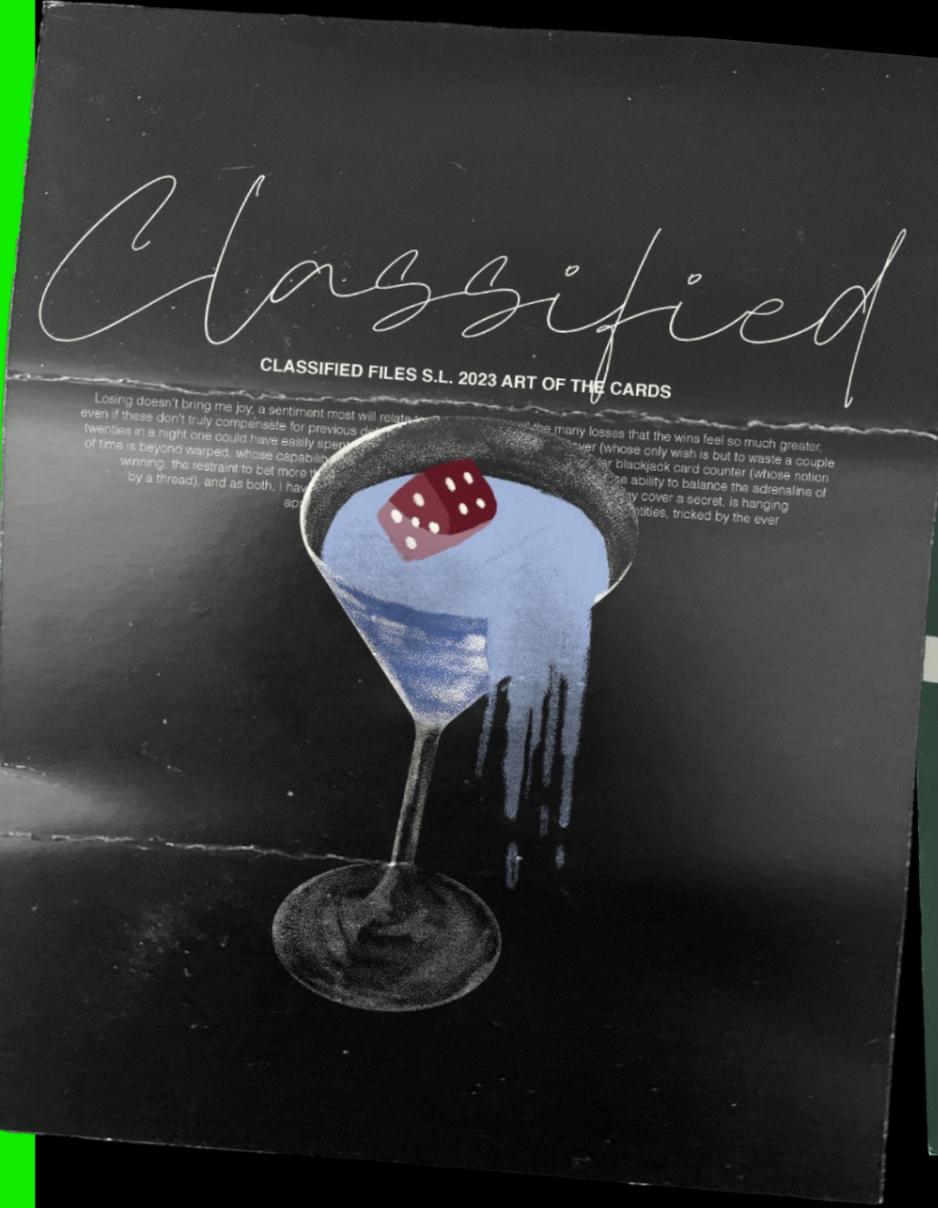


Photo shoot on home-made BlackJack table, April 2023

CLASSIFIED THE CARDS



Photo shoot on home-made BlackJack table, April 2023





MARTINI BROWN TEE
45,00 EUR



PLAYER TEE
45,00 EUR



DICE TEE
45,00 EUR



CARDS TEE
45,00 EUR



MARTINI BLACK TEE
45,00 EUR



PLAYER WHITE TEE
45,00 EUR



EMPIRE TEE
45,00 EUR



CROUPIER TEE
45,00 EUR



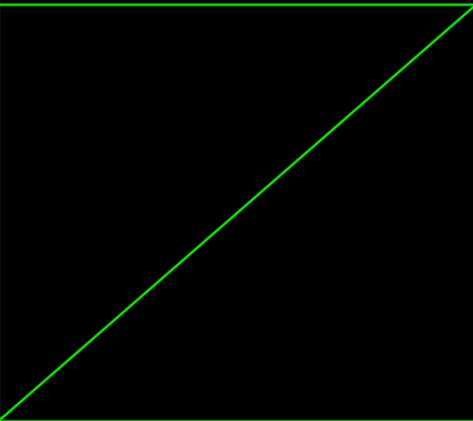
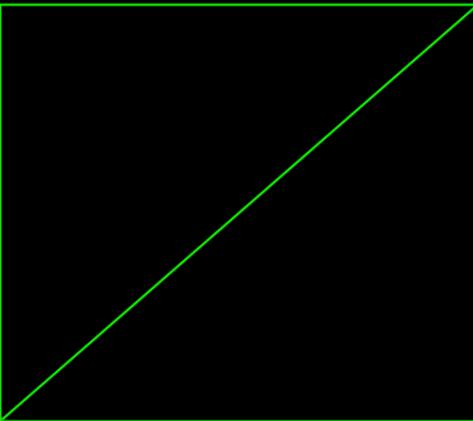
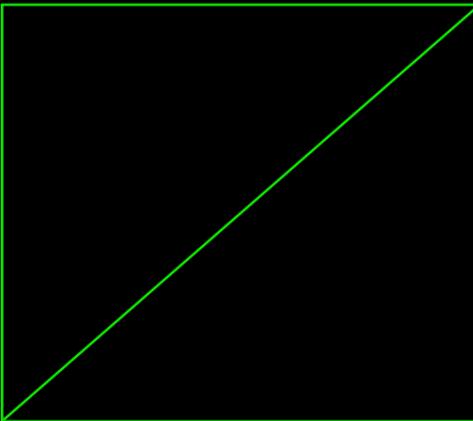
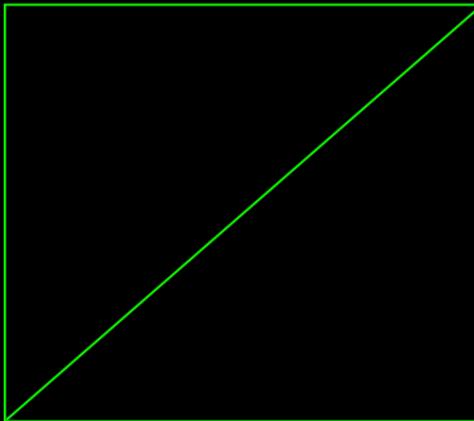
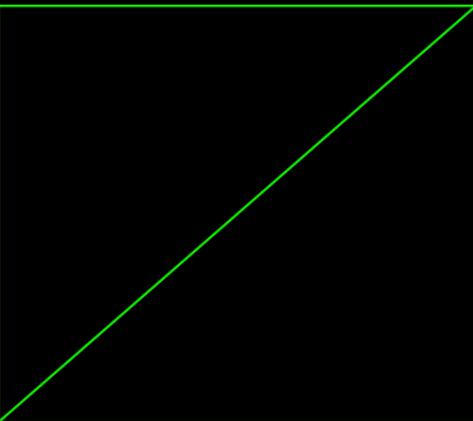
ROULETTE WHITE SHIRT
78,00 EUR



ROULETTE GREEN SHIRT
78,00 EUR



ROULETTE ZIPPER
82,00 EUR

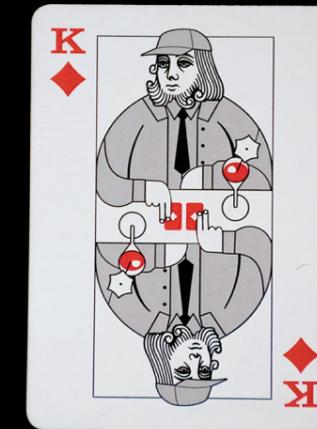


BLACKJACK CARD SET



Clubs show a pile of chips on top of the cards, the BlackJack equivalent of doubling down.

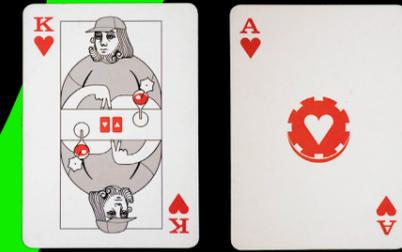
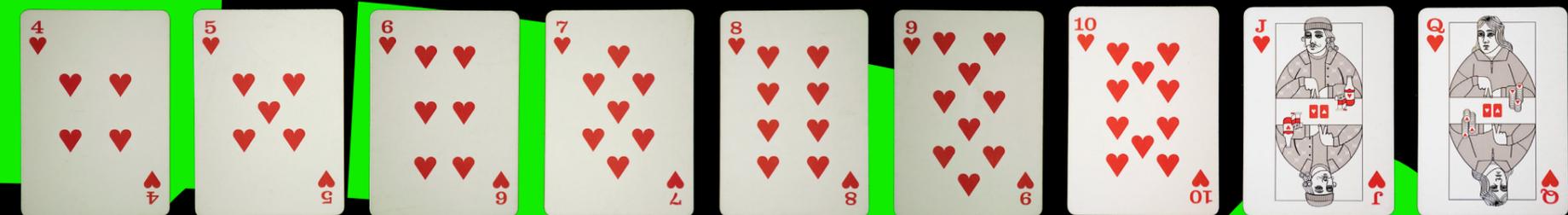
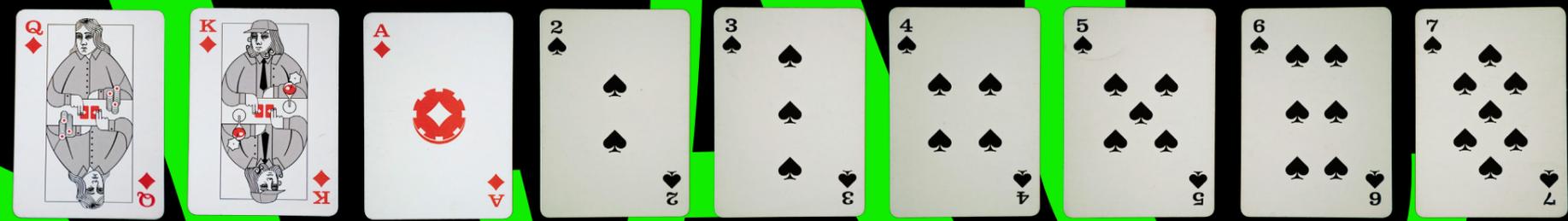
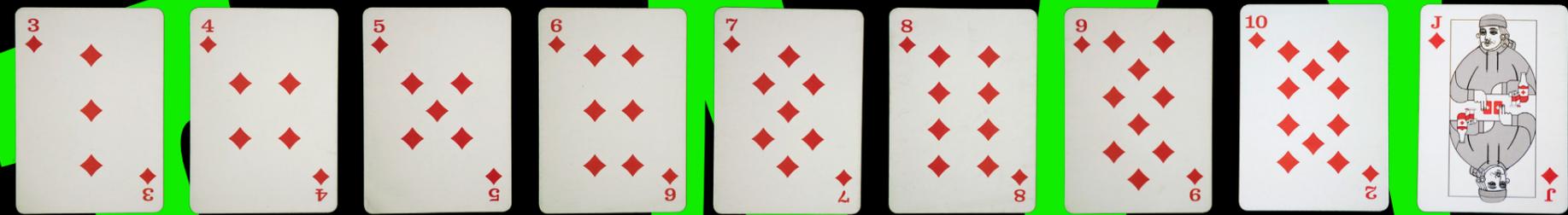
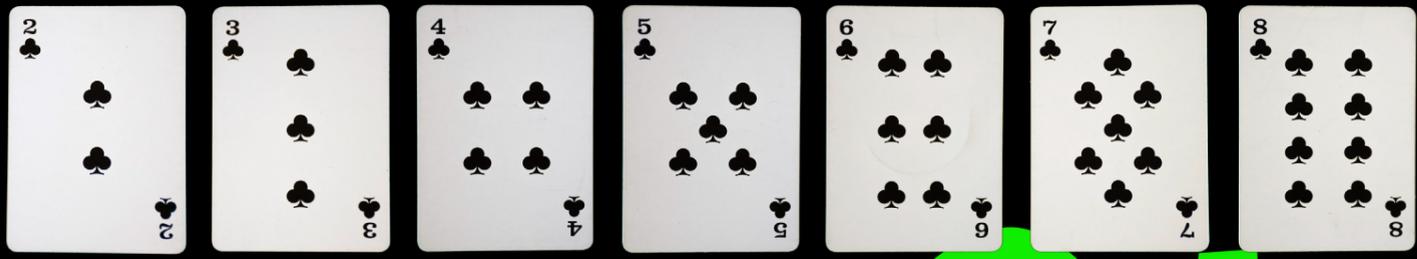
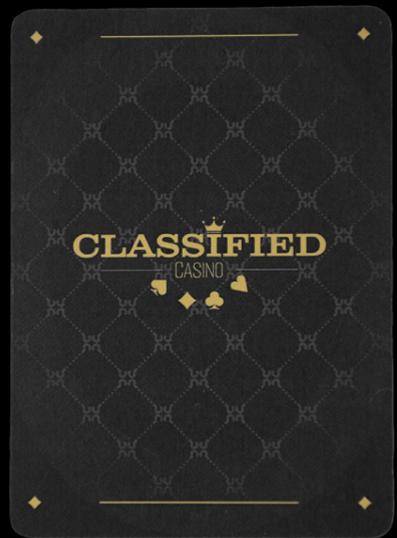
Diamonds show the player tapping the cards, which is the common way of asking for another card in BlackJack.



Spades have the player hovering his hand over the cards to stay, the player is happy with his current hand.



Hearts, like relations tend to break apart, thus the positioning of the fingers, player wants to split.



Completely custom set of playing cards with a BlackJack theme.

BLACKJACK TABLE

Home-made Classified BlackJack table. As depicted in the making-of video, we first used a green fabric, but it was later changed.



To fully submerge into the subject, I needed it to feel real, so I hand-made a 1 of 1 Classified BlackJack table, designed a full set of cards, playing chips and custom money bills. The brand's original plan was to start with a short 1 minute video to introduce the new collection and follow up with a 30 second stop motion mixed with motion graphics video, sort of like a James Bond intro.

To further give into our "classified" identity and following the initial teaser videos, the (secret) Classified Poker Tournament would take place. Every garment purchased included a random card from the set labeled as a Collector's Item. By the end of the season, it would be revealed: everyone who had previously made a purchase of this collection had unknowingly been playing in the tournament for they had been "dealt" their cards by us. We would reward the client with the highest Poker hand with a cash reward and a trip to Monaco (where the Monte Carlo casino is located).

Some unexpected situations cut our budget significantly short so we were forced to improvise.





/classified.
The Kennedy's ss19

CONTEXT

The design's main focus was John F. Kennedy's sister Rosemary, who suffered a tragic fate which many have no knowledge of. I thought it was a story worth telling. Kennedy's secret sister, beauty of the family and pure representation of innocence, erased from existence at the age of 23 by the non-licensed and experimental surgeon Walter Jackson Freeman II. Lobotomized and "cured" of her mental disabilities, after the procedure, Rosemary was immediately institutionalized. She initially lived for several years at Craig House, a private psychiatric hospital an hour north of New York City. In 1949, she was relocated to Jefferson, Wisconsin, where she lived for the rest of her life on the grounds of the St. Coletta School for Exceptional Children (formerly known as "St. Coletta Institute for Backward Youth").

Forever forgotten.



ROSEMARY KENNEDY
 JOHN F. KENNEDY
 ROBERT F. KENNEDY
 JOSEPH P. KENNEDY
 TED KENNEDY

CLASSIFIED

THE KENNEDY'S



Valuable assets mustn't be disclosed. Keep your identity
/classified. The Identity Project. Coming soon.



Valuable assets mustn't be disclosed. Keep your identity
/classified. The Identity Project. Coming soon.



Valuable assets mustn't be disclosed. Keep your identity
/classified. The Identity Project. Coming soon.



Valuable assets mustn't be disclosed. Keep your identity
/classified. The Identity Project. Coming soon.



Valuable assets mustn't be disclosed. Keep your identity
/classified. The Identity Project. Coming soon.

PRESIDENT SHOT DEAD

ADDED EXTRA
PRESIDENT DEAD
Shot by Assassin

PRESIDENT SHOT DEAD

MR. BELIN: I believe so.

MR. HELMS: I believe so.

MR. BELIN: ... involved with President Kennedy which in any way show that Lee Harvey Oswald was a CIA agent or an agent of the CIA.

DO NOT TALK

KENNEDY

classified.

Missile Crisis

classified.

First, it is clear that the forces of communism are not to be underestimated. In Cuba or anywhere else in the world. The advantages of a police state—its use of mass terror and arrests to prevent the spread of free dissent—cannot be overlooked by those who expect the fall of every fanatic tyrant. If the self-discipline of the free cannot match the iron discipline of the mailed fist—in the struggle as it is now being fought out—the peril to freedom will continue to rise.

Secondly, it is clear that this Nation, in concert with all the free nations of this hemisphere, must take an ever closer and more realistic look at the menace of the Soviet satellite in Cuba. The American people are not complacent about iron curtain tanks and planes less than 90 miles from our shores. The evidence is clear, and the hour is late. We and our Latin friends will have to face the fact that we cannot postpone any longer the real issue of the survival of freedom in this hemisphere.

Third and finally, it is clearer than ever that we face a relentless struggle in every corner of the globe that goes far beyond the clash of armies or even nuclear armaments. The armies are there and in large number. The nuclear armaments are there. But they serve primarily as the shield behind which subversion, infiltration, and a host of other tactics steadily advance, picking off vulnerable areas one by one in situations which do not permit our own armed intervention.

John F. Kennedy

/classified.

TO: [REDACTED]
FROM: [REDACTED]
SUBJECT: Lobotomy

Rosemary

A Tragic Story

Kennedy's secret sister, beauty of the family and pure representation of innocence, erased from existence at the age of 23 by the non-licensed and experimental surgeon [REDACTED] Freeman H. Lobotomized and "cured" of her mental disabilities, after the procedure, Rosemary was immediately institutionalized. She initially lived for several years at Craig House, a private psychiatric hospital an hour from [REDACTED] 1949, she was relocated to Jefferson, Wisconsin, where she lived for the rest of her life on the grounds of [REDACTED].

/classified.

CLASSIFIED
K. O. 11652, SEG 2(S) 5, DL5(E) AND 11
CIA file NLK-77-1035
BY *MJM* NAR. DATE *5-23-78*

DISCLOSE

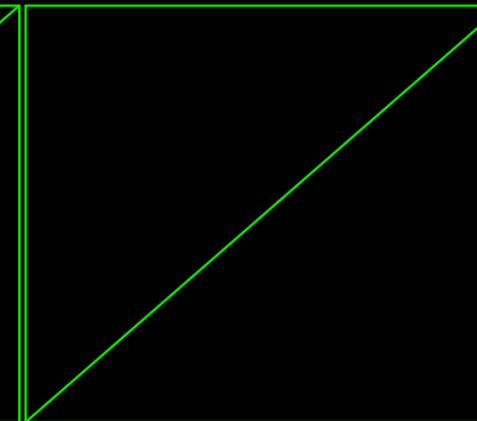
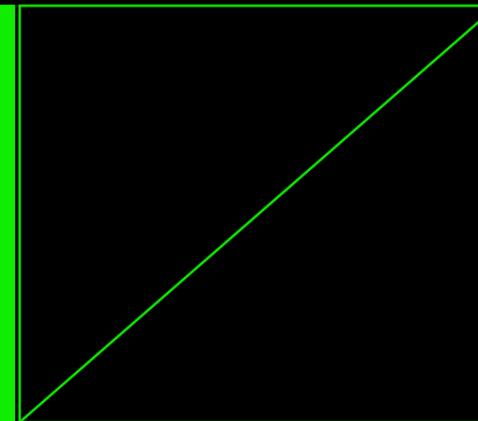


KENNEDY TEE
45,00 EUR

SHOT DEAD TEE
45,00 EUR

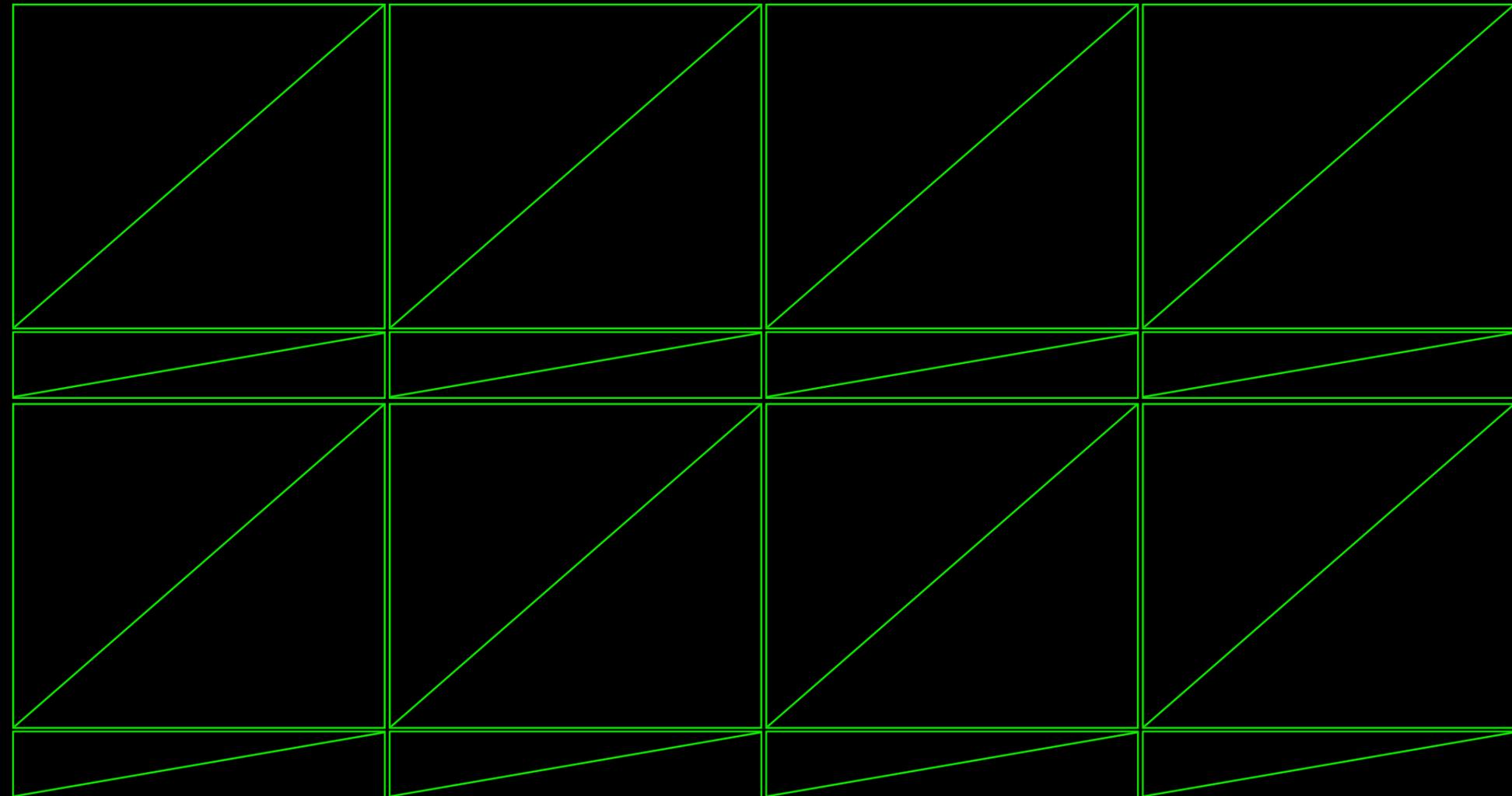
ROSEMARY TEE
45,00 EUR

MISSILE CRISIS TEE
45,00 EUR



SHOT DEAD ADJUSTABLE HOODIE
90,00 EUR

CLASSIFIED CAP
30,00 EUR



CLASSIFIED 0001



00:00:40 1920x1080 30fps

<https://vimeo.com/530542916>

This was the brand's first ever video, it was a tremendous success. Despite not having any prototypes of the products, there was an initiative to start developing the brand's image. Thus, we conceptualized a video inspired by the style of "SE7EN" to convey the essence and direction of the brand.

A few months later, the capsule collection dropped and all stock was sold out within an hour of release.



FRAME BY FRAME SUM.

Directed by: William Romero and Manuel Gómez
 Executive Producer: Diego Álvarez
 Director of Photography: William Romero
 Gaffer: Manuel Gómez
 Production Sound Mixer: David Díaz-Villarejo
 VFX Supervisor: William Romero
 Editor: William Romero



CLASSIFIED WATCHMEN CRIMES



<https://vimeo.com/530542343>
00:00:32 1920x1080 25fps



<https://vimeo.com/530542312>
00:00:37 1920x1080 25fps

Directed by: William Romero and Manuel Gómez
 Director of Photography: William Romero
 Sound Design: Manuel Gómez
 Editor: William Romero



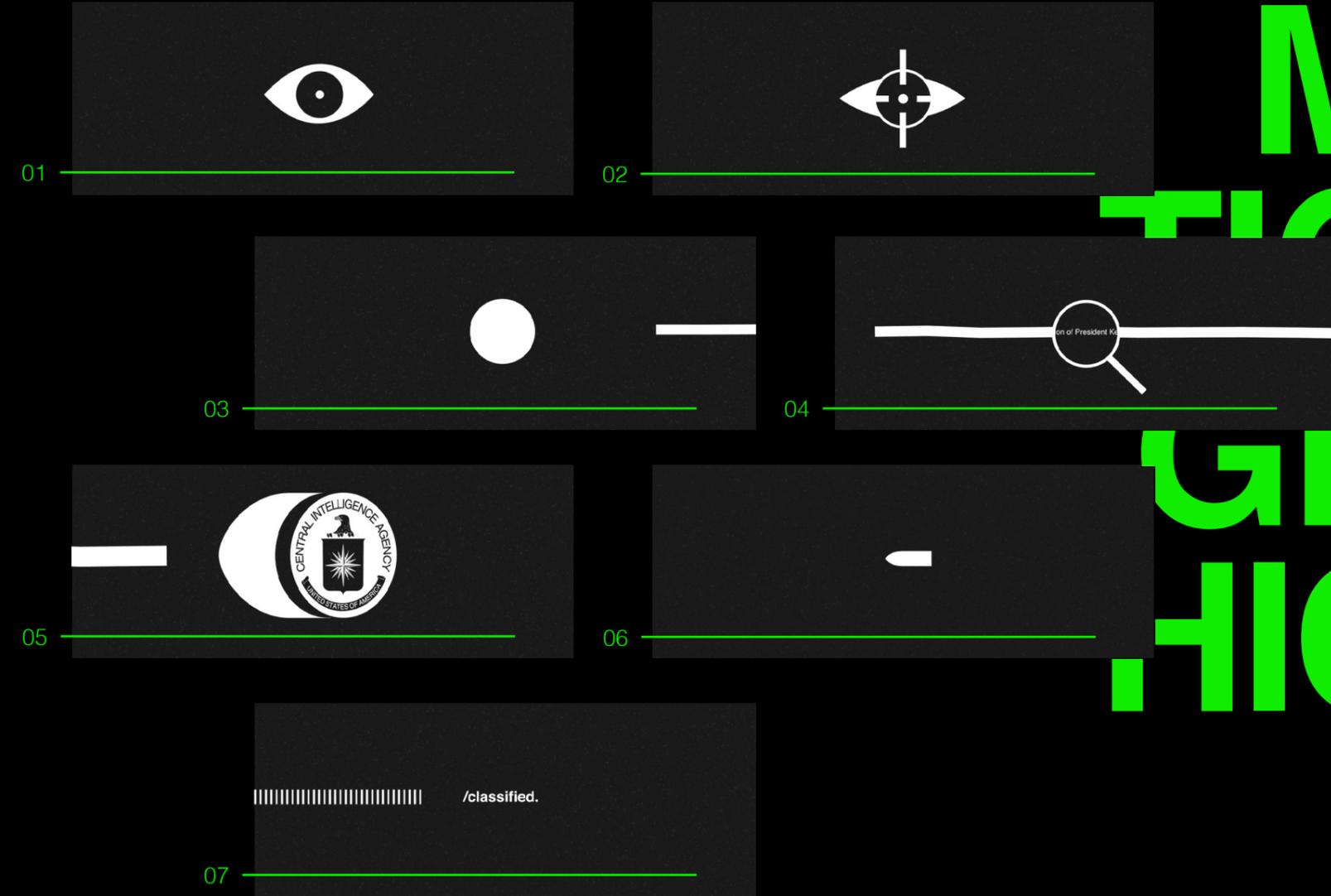
CONNECTIONS



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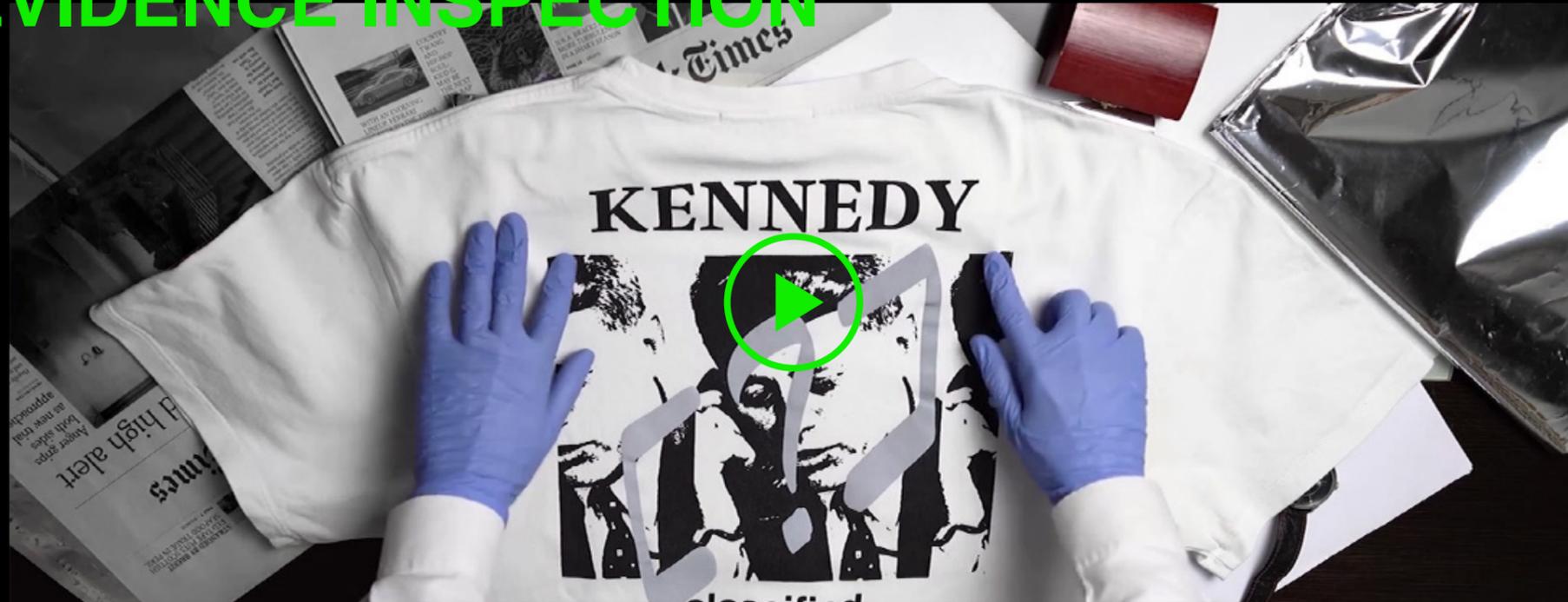
When the capsule finally dropped, it exceeded all expectations. The motion graphic hype video had effectively built up the anticipation, and once again, our products sold out within minutes. This experience solidified our belief in the power of storytelling and visual engagement.



MOTION GRAPHICS

Directed by: William Romero
Editor: William Romero
Music: I'LL WAIT - Trent Reznor & Atticus Ross

EVIDENCE INSPECTION

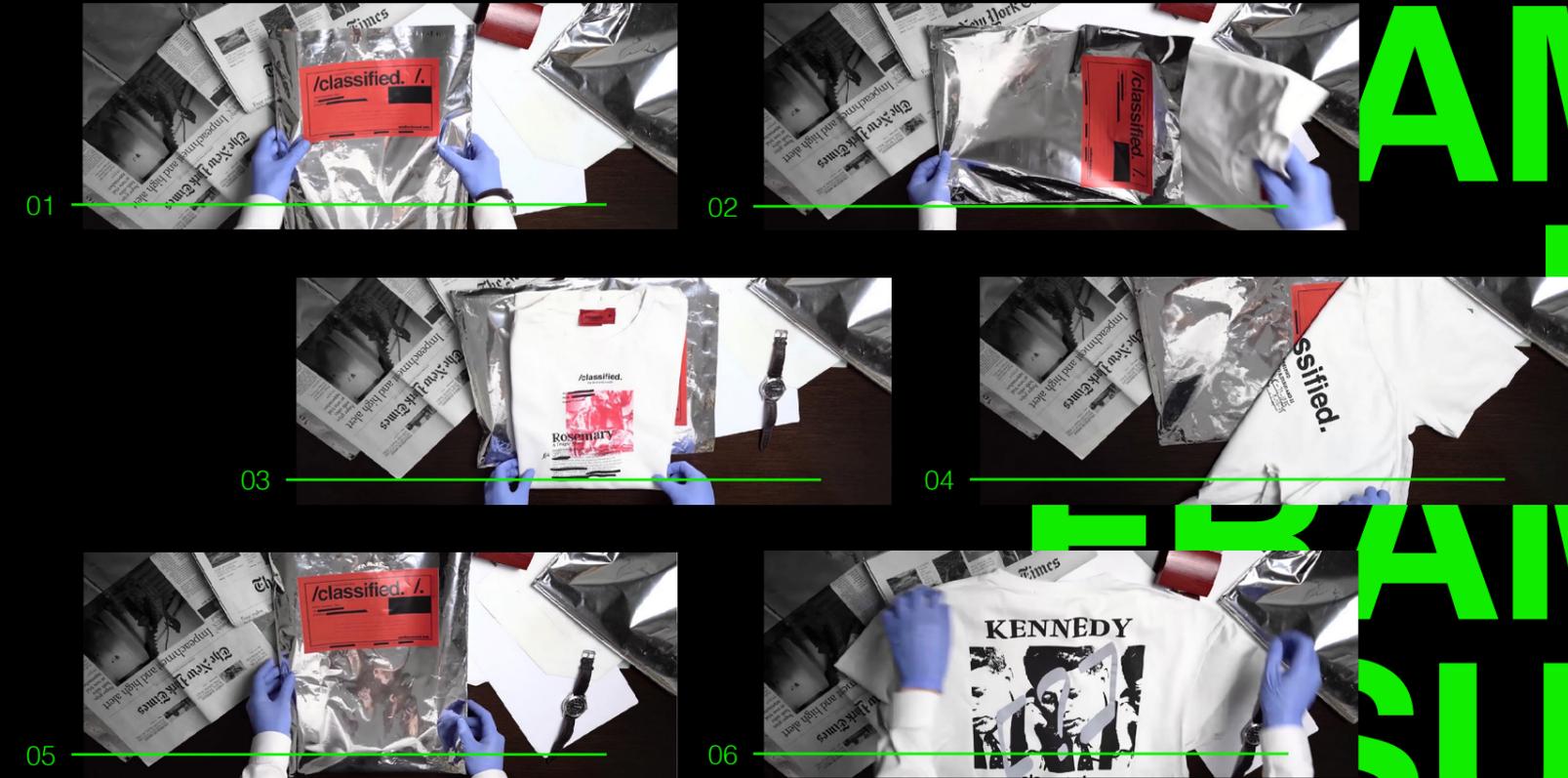


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00:00:48 1920x1080 25fps

<https://vimeo.com/530542059>

<https://vimeo.com/530542114>



FRAME BY FRAME SUMMARY.

Directed by: William Romero
 Director of Photography: William Romero
 Assistant Director: Oliver Byre
 Sound Design: Manuel Gómez
 Editor: William Romero



BEGINS

BEGINS



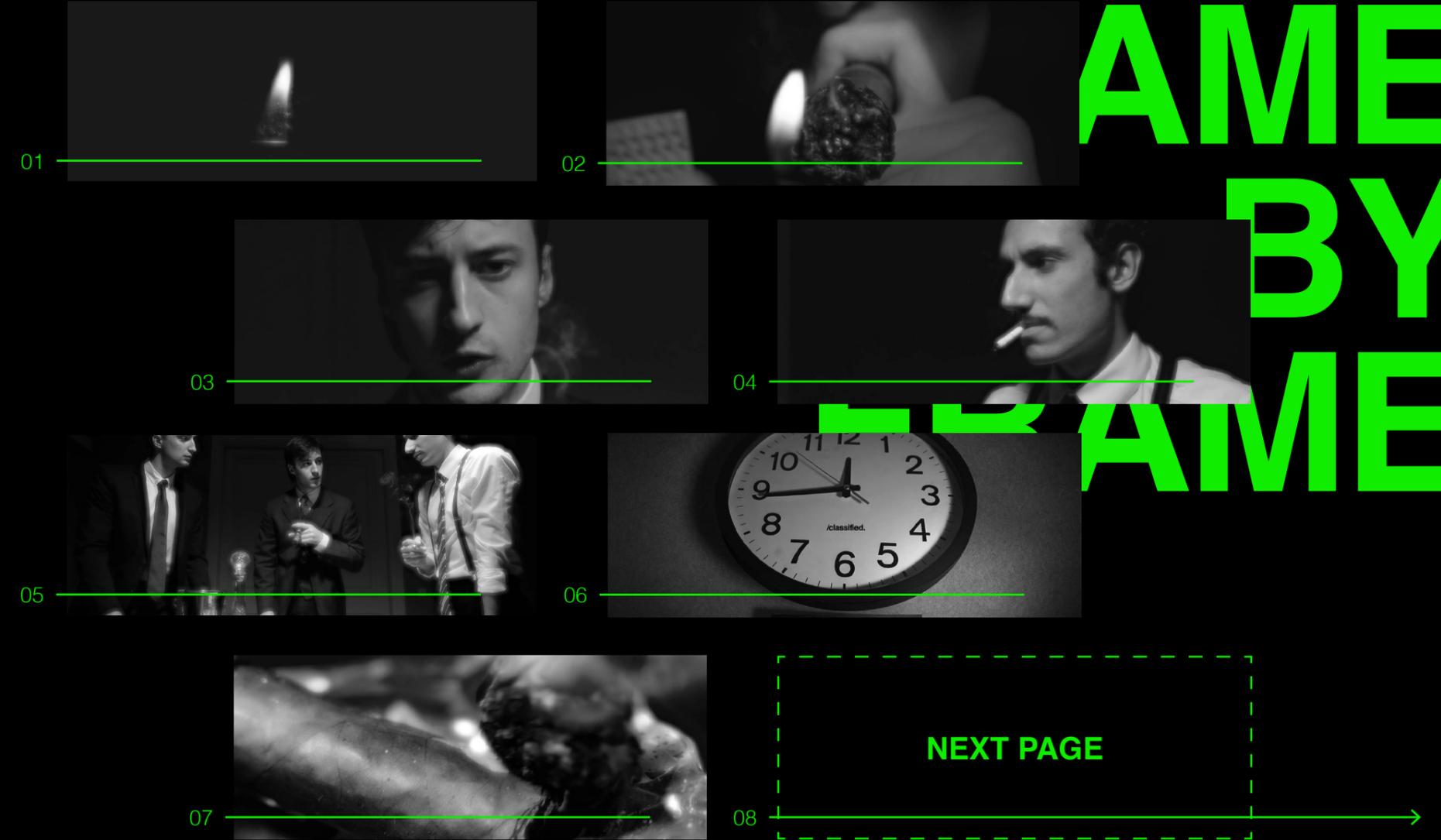
00:02:02 1920x1080 25fps

<https://vimeo.com/920055778>

The year is 2022, the brand has barely dropped a single piece of clothing for a whole year due to issues with manufacturers. Now we need to make a comeback and we need to make it good, so we make "Classified Begins"; a short 2 minute video that looks to break the black and white Classified theme and bring some color into the mix.

Funnily enough, the most complex shot on the video is the one with the clock. None of the roles were played by actual actors, so we had to make a lot of retakes and took way too much time filming some scenes, therefore since we had no time to film the actual clock at the location, we made up a wall to match that of the office.

FRAME BY FRAME





FRAME BY FRAME

William Romero as William
 Manuel Gómez as Classified Man 1
 Diego Álvarez as Classified Man 2
 Byre as himself

Directed by: William Romero and Manuel Gómez
 Executive Producer: Diego Álvarez
 Director of Photography: Diego Vivas
 Gaffer: Eduardo Rojo
 Production Sound Mixer: David Diaz-Villarejo
 VFX Supervisor: William Romero
 Editor: Manuel Gómez

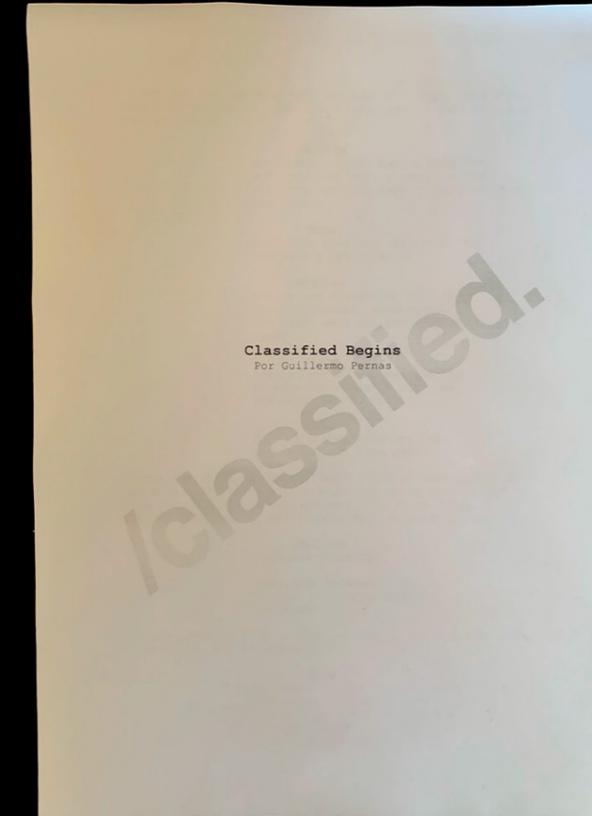
A /classified. film



STORYBOARD



SCRIPT



A flame ignites, melting with the end of a cigar. The Zippo closes, revealing William's face, who takes a puff from the cigar and asks:

William
Gentlemen, it has been a long time since we last met. I fear for the integrity of this agency. Tell me, how bad is it?

Manu
It's bad, real bad. Our enemy has completely overtaken us.

William
And no one thought to tell me? First our supply network and now this... Have you gathered any intel?

Diego
Nothing but an endless void of silence for almost a year, we are alone in the dark.

Manu
Sir, it's been so quiet that you could hear time pass.

Someone (if it can be Berto) drops a pin or something / A shot of a wall clock, with a sign indicating "Sri Lanka" (depending on the previous phrase). The phone rings, everyone looks at it, and finally William picks it up.

William
William speaking.

Byre (por teléfono)
¿De qué cojones estáis hablando?

Everyone looks at Byre, who is sitting on the opposite side of the table, out of frame.

Byre
Os pasáis el día fumando puros y hablando en inglés como si fuera la guerra fría. Vamos a ver, que vivimos en España en 2022 ¿podemos olvidar lo de

Kennedy y sacar algo nuevo por favor?

Manu
Well, in our defense-

Byre
Tu ni siquiera trabajas aquí, ¿pero este chaval quién es? Mira, me la suda, para enero quiero un nuevo drop, ya veréis cómo lo hacéis. Me voy a hacer una shisha.
(Se levanta)
¿Y para qué cojones queréis saber la hora de Sri Lanka?



Disney
Beyond

DISNEY BEYOND

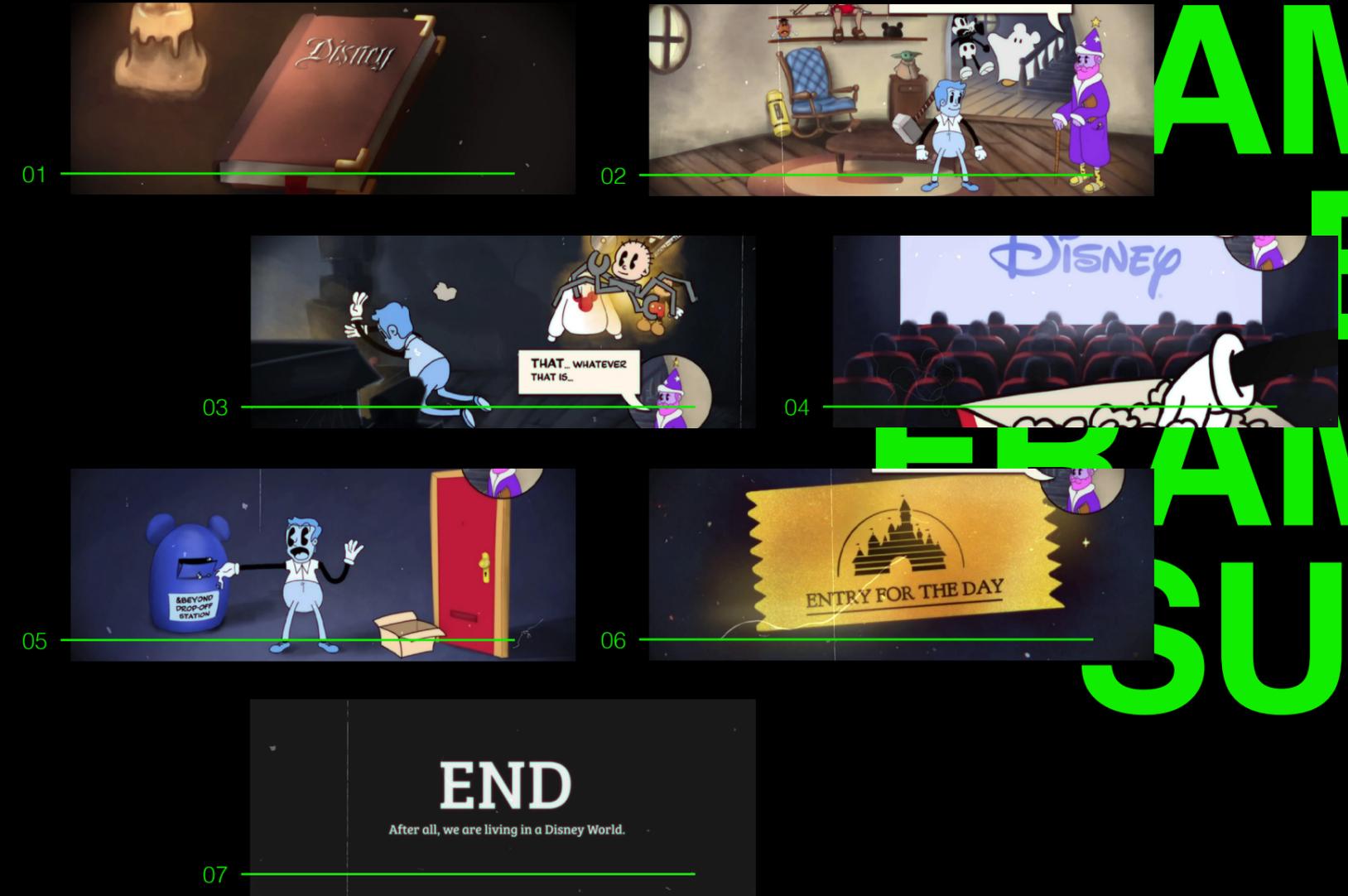


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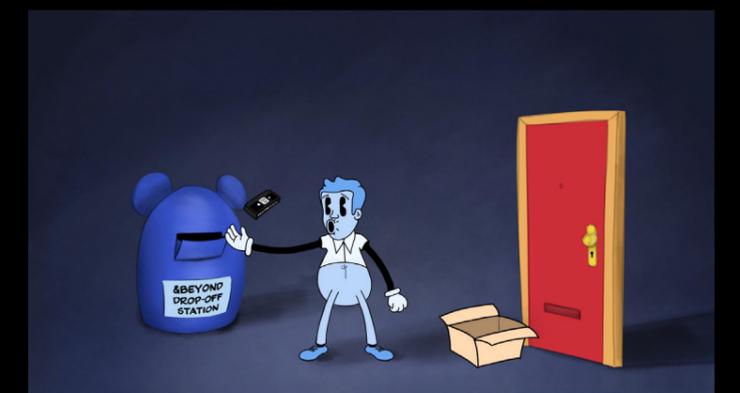
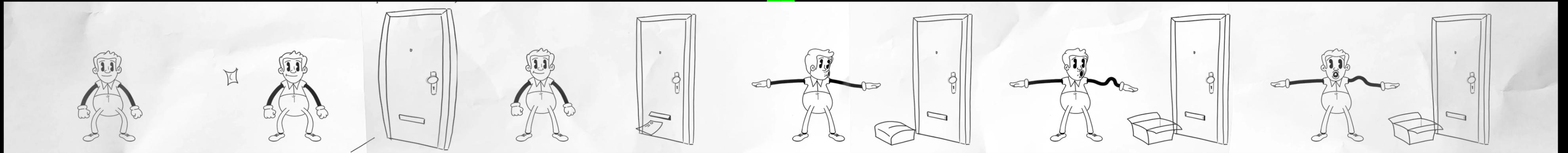
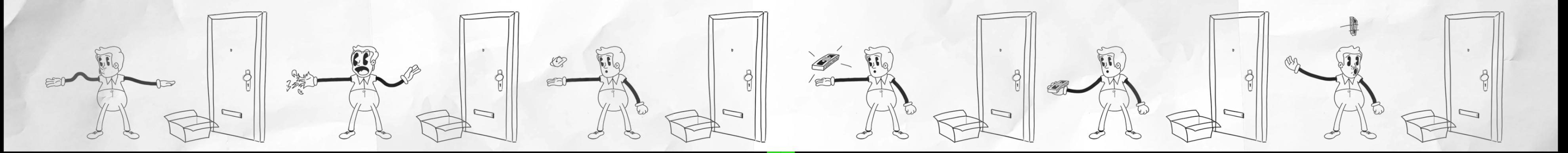
<https://vimeo.com/530546335>

To celebrate 100 years of Disney, I took the old school hand-drawn Disney style that brought to life so many classics and created Disney Beyond, a way of translating old memories into new experiences.

FRAME BY FRAME SUM.



Animation by: William Romero
Drawn by: William Romero
Script by: Martim Braz



DISNEY 100 YEAR CELEBRATION



Scenery's and art style partly inspired by Cuphead the game





THE
The
REMOTE
REMOVED
Reality
REALITY

SNIPPET

In the velvet shroud of night, shadows dance as men gather around the table, their faces obscured by swirling smoke from cigars and the amber glow of whiskey. Amidst this scene, Mom gracefully navigates the room, her presence a silent orchestrator of the unfolding drama. With a deliberate gesture, she lets a cloth slip from her grasp, a calculated move that propels her beneath the table's veil.

Suddenly, a voice breaks the thick air, laden with disbelief, "Are you alright with this?" The question hangs, pregnant with tension, as Dad, the master of ceremonies, fixes his gaze upon the speaker, his lips curling into a sly grin. "I hope this won't tarnish your poker skills," he retorts, his words dripping with a sinister charm.

As the realization dawns upon the others, a wave of laughter ripples through the room, mingling with the clink of glasses and the shuffle of cards. Yet beneath the facade



/classified.

of camaraderie, there lingers an undercurrent of apprehension, a silent acknowledgment of the secrets bound within.

In a swift motion, Dad rises from his seat, a glint of steel catching the dim light as he brandishes his revolver. "Darling, what do 2 out of 5 people cherish most?" he poses, his voice a low, velvet whisper. In the hushed intimacy of the moment, Mom's voice cuts through the silence, a beacon of warmth amidst the gathering darkness, "What, baby?"

With a deafening crack, the tranquility shatters, giving way to chaos as Dad's shot reverberates through the room. And from the depths of shadows, Mom emerges, her presence a testament to survival amidst the uncertainty of the night.

"Being alive," Dad declares, his words a solemn ode to the fragile beauty of existence. And in the timeless dance of desire, Mom responds, her voice a breathless whisper, "You truly know how to awaken my senses."

With a tender grace, Dad guides Mom onto the table, their bodies entwined in a symphony of passion that echoes into the night, a testament to the enduring power of love amidst the darkness.

MOODBOARD



THE REMOTE REALITY



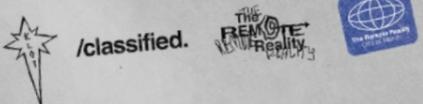
CLASSIFIED FILES & KLOT PRODUCTIONS



CLASSIFIED FILES & KLOT PRODUCTIONS



They keep me calm and happy, but mostly, they help me forget the bodies I hide in my basement. The strong scent of the syrup completely overshadows the disgusting smell that comes up the stairs, otherwise I'd have to burn down the house.





NIGHTMARE TEE x KLOT
45,00 EUR

PANCAKES TEE x KLOT
45,00 EUR

GREEDY TEE BLACK x KLOT
45,00 EUR

GREEDY TEE WHITE x KLOT
45,00 EUR

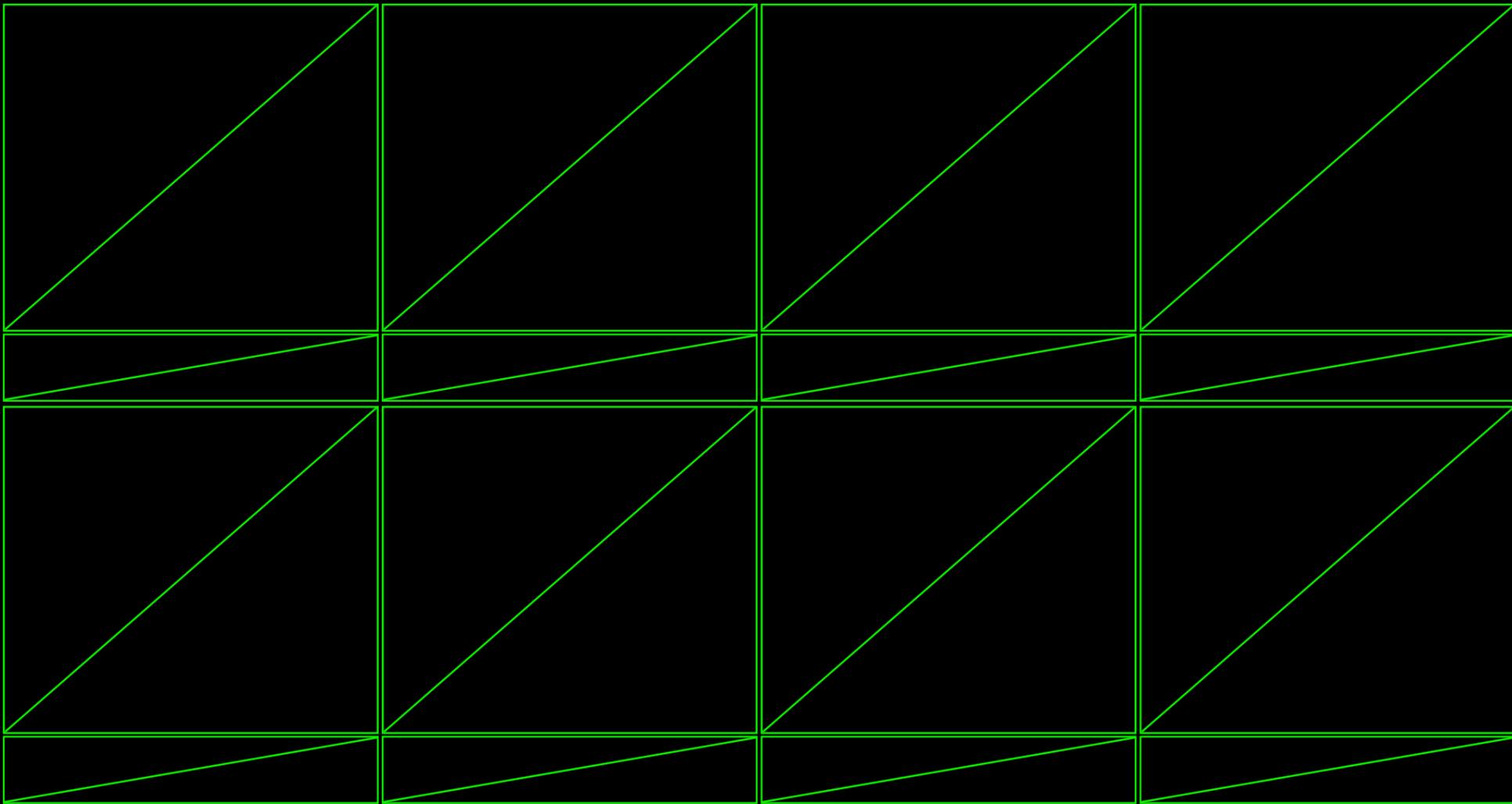


OFF THE RAILS ZIPPER x KLOT
90,00 EUR

DEADLY GAMES JUMPER x KLOT
90,00 EUR

DEADLY GAMES JUMPER x KLOT
75,00 EUR

DEADLY GAMES JUMPER x KLOT
150,00 EUR



COLLAGE VISUAL BRAND

CLASSIFIED
x KLOT
CLOTHING
LINE + TV
SHOW



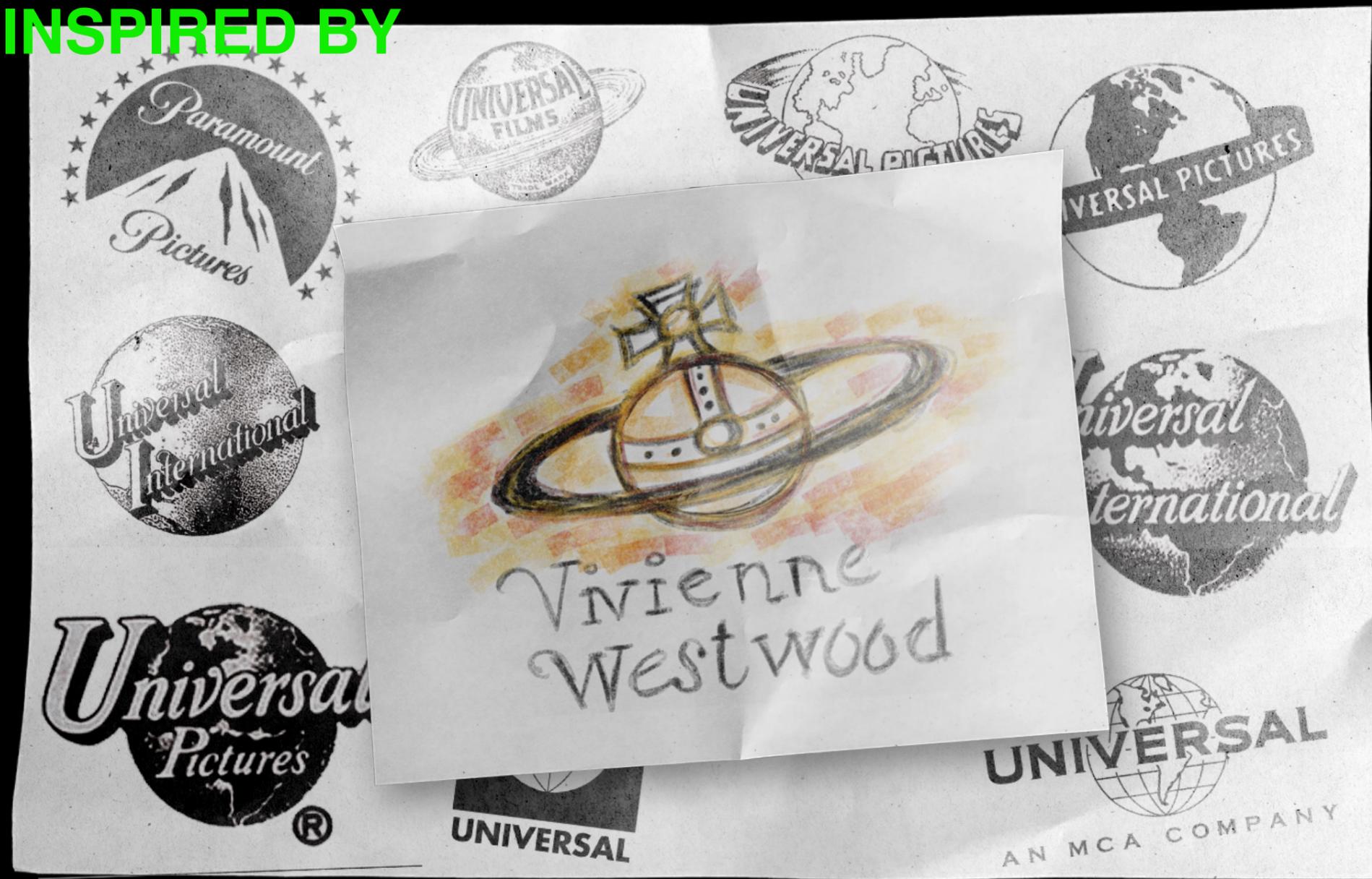
CLASSIFIED FILES & KLOT
PRODUCTIONS

In a quiet suburban house, an apparently normal family hides dark secrets beneath a facade of ordinary life. The series "The Remote Reality" delves into the macabre reality of its members through six episodes filled with unexpected twists and dark humor. In the first episode, "Something Smells Fishy," the family receives a visit from a detective investigating the disappearance of the previous owners. The episode ends with a chilling discovery in the basement, setting the tone for the rest of the series.

As the series progresses, episodes like "The Dinner" and "Dad's Gun" reveal more unsettling details. Family tensions surface during a dinner where racist jokes and violence conceal deep-seated hatred. Meanwhile, dangerous games and casual murders become part of the daily routine, leading viewers down a path where morality is distorted and heinous acts are disguised as domestic normality.

The season culminates with "The Roadtrip," where the family embarks on a journey to Kentucky to settle scores with the last member of a rival family. The combination of psychological torture, abandonment of loved ones, and a brutal murder concludes the series with a disturbing family picnic. Upon returning home, a shocking revelation about the son's adoption closes the story, leaving a sense of unease that lingers long after the credits have rolled.

INSPIRED BY

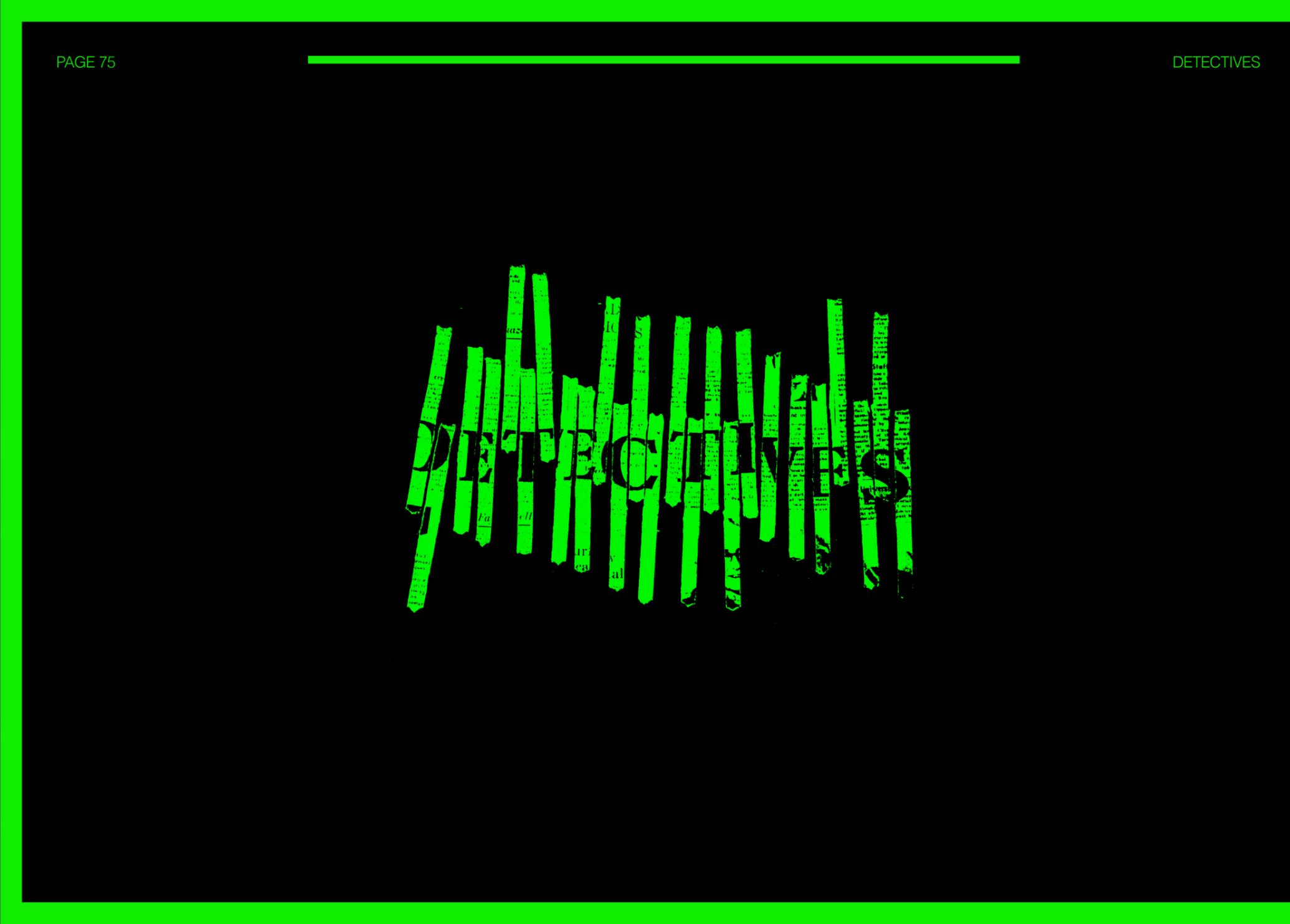
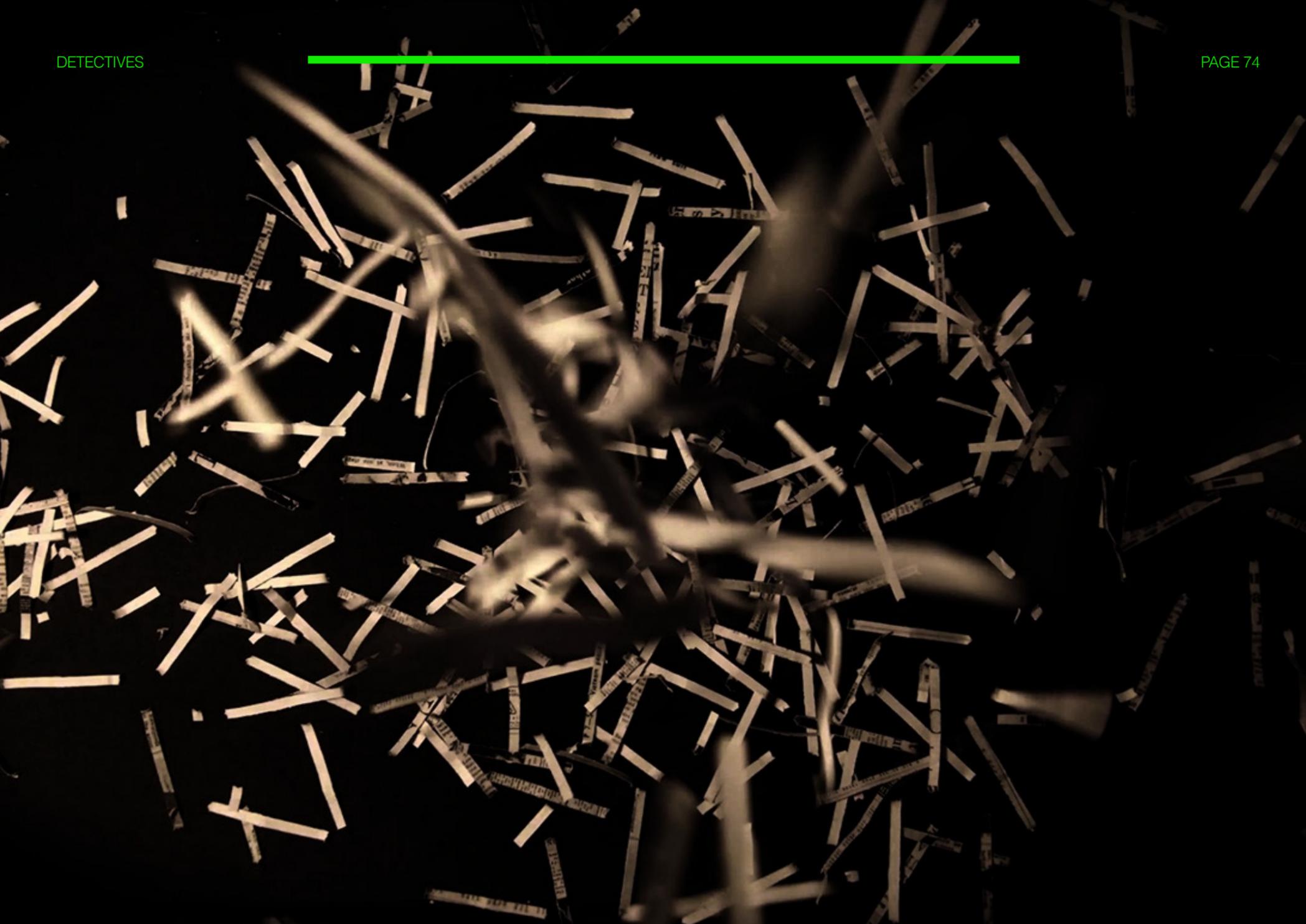


Vivienne
Westwood

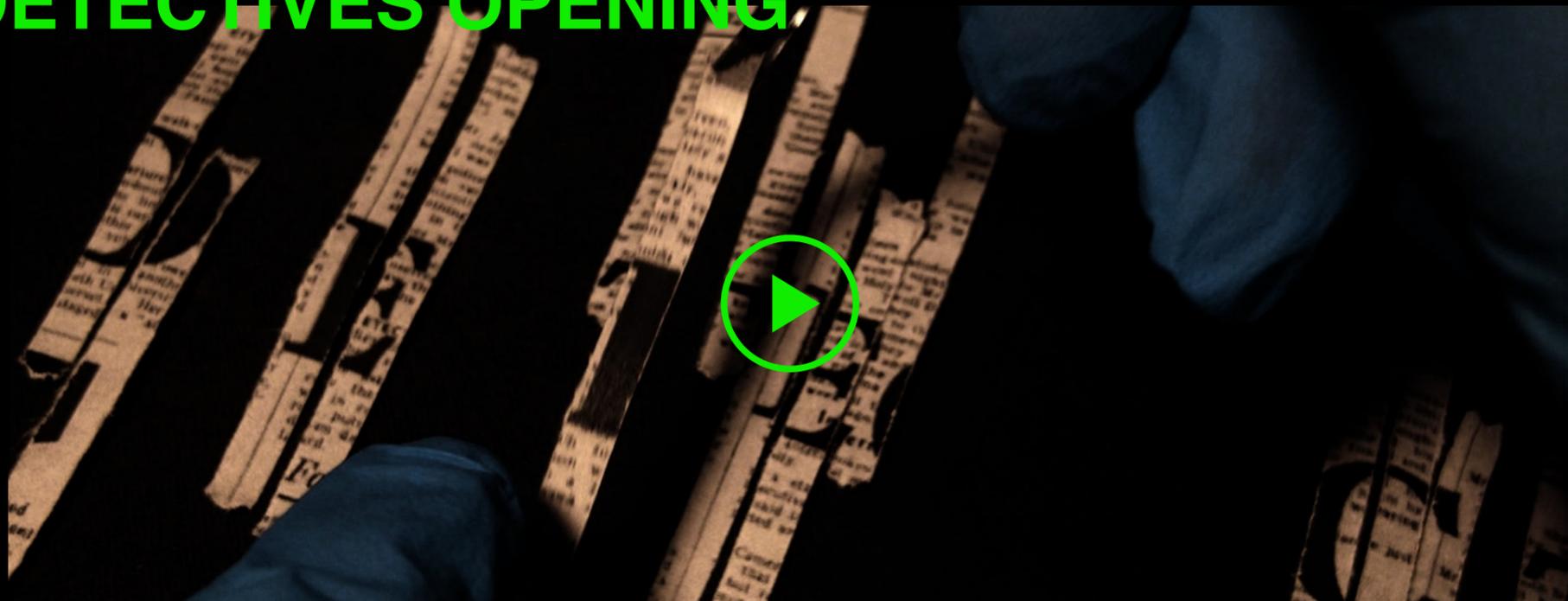
Universal
Pictures

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AN MCA COMPANY



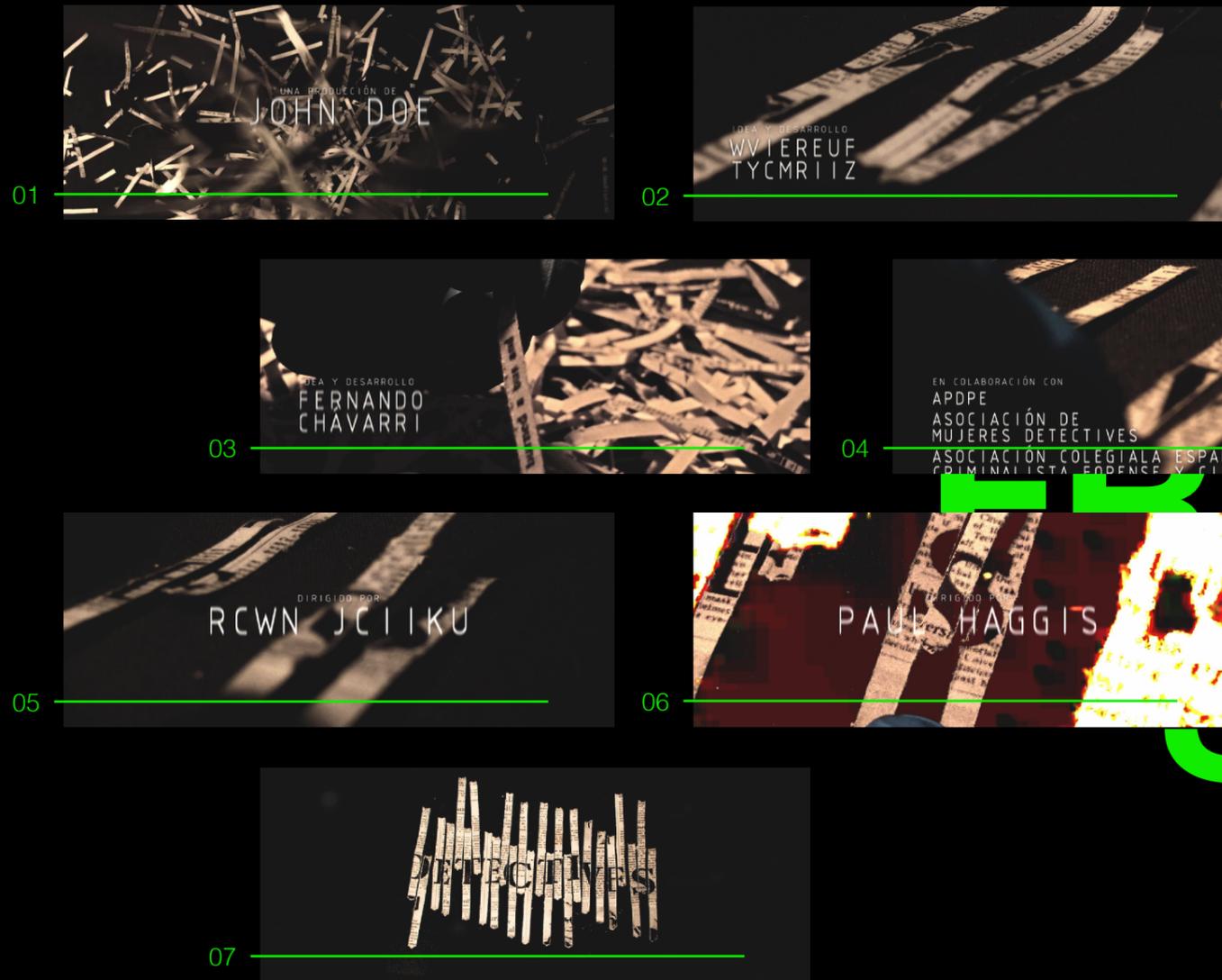
DETECTIVES OPENING



00:00:15 1920x1080 50fps

<https://vimeo.com/959149863>

“Detectives” is a docuseries that tells the story behind the myth of private detectives in Spain. It doesn’t just talk about the work itself; it is an exploration of the lives of detectives behind the stereotypical facade of toughness and opacity that characterizes them.



FRAME BY FRAME SUM.

Directed by: William Romero
Filmed by: William Romero
Edited by: William Romero
Music by: Michael Andrews

DETECTIVES OPENING CREDITS



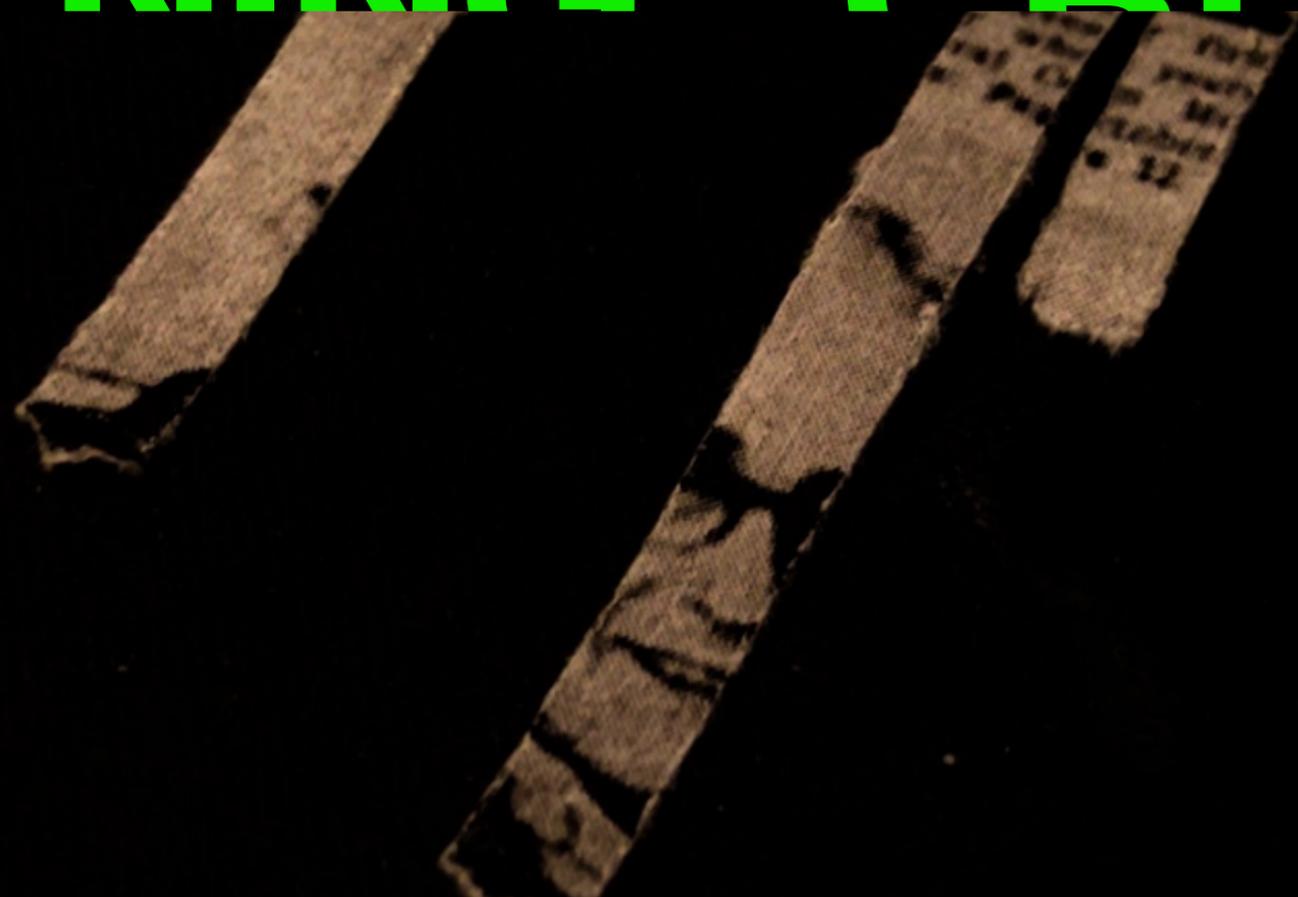
DETECTIVES OPENING CREDITS



DETECTIVES

OPENING

CREDITS



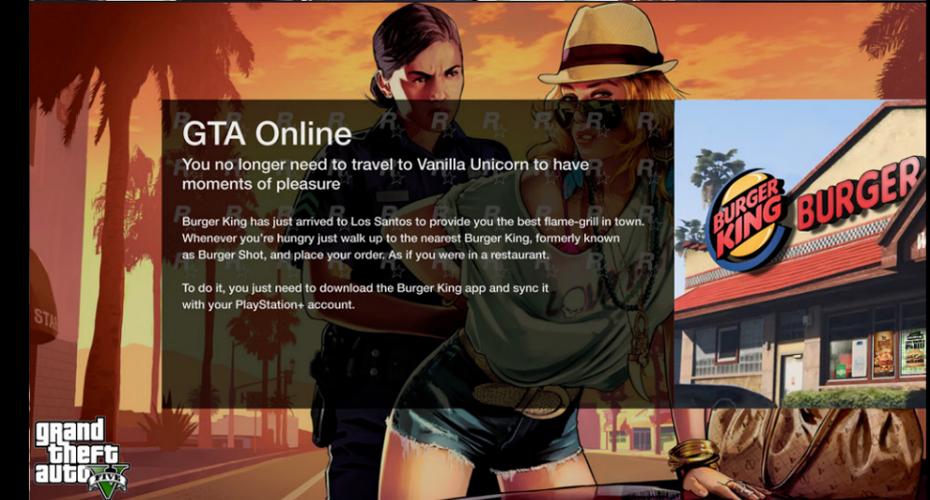
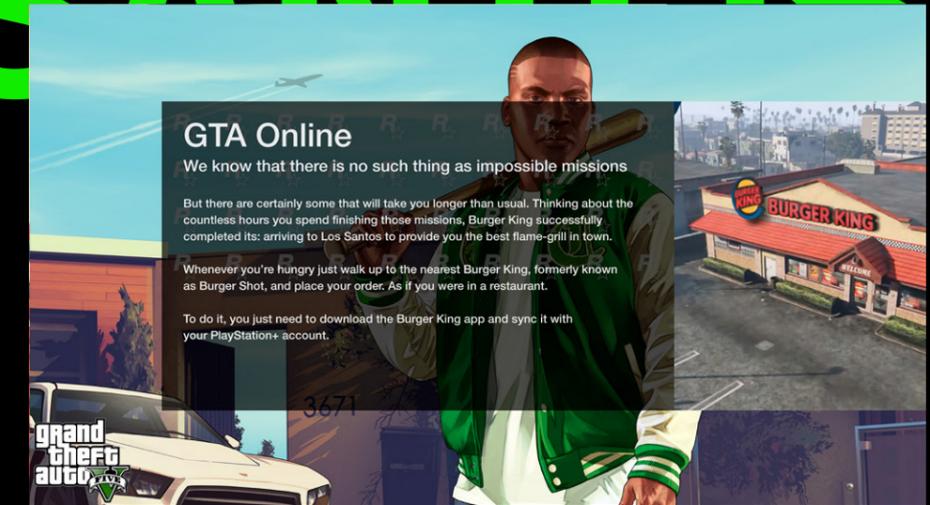


BURGER KING FROM LOS SANTOS TO YOUR HOME

Burger King will collaborate with RockstarGames for the upcoming National Vigeo Games Day on September 12th, allowing gamers to order from inside the game straight to their home.

Gamers just need to walk up to the nearest Burger King around GTA's Los Santos and order. They can customiza it as much as they want,just like in the regular app. To finalize the purchase, confirm the order through the Burger King app from the Notification Center on their phones, and it's done.

To access this feature, gamers only need to download the Burger King app and sync it with their PlayStation+ / Xbox account.



BURGER KING LOS SANTOS



00:01:00 1920x1080 30fps

<https://vimeo.com/530548055>

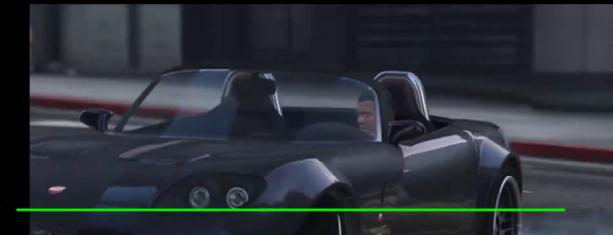
Every day, millions of gamers play GTA V. However, even though they get hungry, stopping their game is NOT an option. And even after so many updates, this issue has not been addressed in any way. Time to fix it.

On September 12th, the collaboration will be announced on the Loading Screen of the Online Mode, which is where most gamers get to know all the new features and updates of the game.

FRAME BY FRAME



01



02



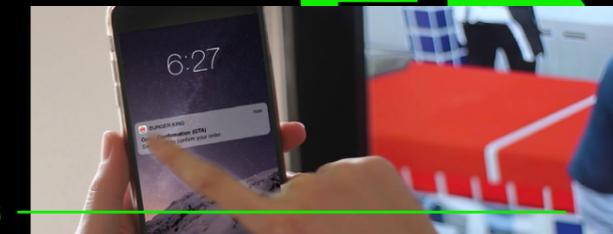
03



04



05



06



07