

# William Orban

## Sr. Creative - Graphics Specialist

Chicago, IL, United States

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## Summary

Accomplished Senior Creative and Art Director with expertise in AI-driven design, visual storytelling, and brand excellence. Proven ability to lead cross-functional creative teams and communication departments, with a strong track record in conceptualizing and executing campaigns that elevate brands. Proficient in design thinking and a wide range of creative tools.

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## Professional Experience

### Sr. Creative, Art Director, Artist, Visual Storyteller

Freelance / Contract - <https://williamorban.com/>

*Oct 2000 - Present*

- Directed art and design projects for PRIME GROUP (Hilton / Marriott Hotels), focusing on design, print, logo, and social design.
- Created key art and stage graphics for Los Angeles Opera.
- Designed retail products for NFL, NBA, NHL, MLB, and Collegiate consumer products.
- Developed product designs for NASCAR and UFC digital products.
- Led art direction and key art design for IO Films and The Post Group.
- Produced VFX and design for Atomic Imaging.
- Designed trade show materials for Czarnowski Exhibits (Pepsi).
- Managed art direction and print design for OEM Auto-Tops.
- Developed UI/UX designs for CBS Mobile (CBS Sports and GameSpot).
- Created presentation decks for Disney (Michael Eisner).
- Provided photography and e-commerce services for Playboy, The Girls Next Door on E!
- Directed platform design for Education Breakthrough Network, Camping World, AVI & FORD, SALUT SOCIAL TRIVIA, DOGLY ENTERTAINMENT, and STARCARDS.
- Developed VFX, matte painting, animation, and title design for Technicolor Group.
- Developed UI/UX, Designed product marketing and social media for Monicals Pizza Corp.

- Developed Facebook app for ALLSTAR PLAYBOOK (NFL).
- Served as Graphics Specialist, Developed UI/UX for KAIA AERO.
- Worked as Graphics Production Artist for Apple / Hogarth Worldwide.

### **Key Skills:**

AI Tools (Midjourney, Stable Diffusion, DALL-E, ChatGPT), Design Thinking, Visual Storytelling, Graphic Design, Digital Design, Adobe Creative Suite InDesign, Photoshop, Illustrator, After Effects, Figma, UI/UX Design, Branding, Content Creation, Social Media Marketing, Presentation Design, Infographics, Large Format Design, Problem Solving

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## **Art Director / Sr. Print Design / Game Entertainment**

**St. Louis Rams, National Football League (NFL) - St. Louis, MO**

*Jul 2010 - Jan 2016*

- Designed over 500 individual pieces including full-page magazine ads, billboards, and season tickets.
- Developed and pitched designs that secured sponsorships.
- Created branding and marketing materials for Rams partners and NFL sponsors.
- Designed key art and large-format murals for stadiums and training centers.
- Produced motion graphics, infographics, and animations for in-game scoreboards and weekly television programs.

### **Key Skills:**

Adobe Creative Suite InDesign, Photoshop, Illustrator, After Effects, Cinema 4D, Motion Graphics, Infographics, Branding, Sponsorship Design

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## **Art Director / Visual Effects Artist / Marketing**

**Modern VideoFilm, Burbank, CA**

*Apr 2000 - Aug 2008*

- Created visual effects for over 35 television shows and 10 films.
- Designed advertising and marketing materials for MVF and partners.
- Produced over 20 magazine covers for The Hollywood Reporter.
- Collaborated closely with James Cameron on "Ghosts of the Abyss."
- Created key art and titles for production studios.

### **Key Skills:**

Inferno, Flame, After Effects, Nuke, Final Cut, Maya, Cinema 4D, Adobe Creative Suite InDesign, Photoshop, Illustrator, After Effects

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## **Education**

### **Bachelor of Arts (B.A.) in Art/Art Studies**

University of Illinois Chicago

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## **Additional Skills**

UI/UX, AI Tools (Midjourney, Stable Diffusion, DALL-E, ChatGPT), Creative Concept Design, User Interface Design, Social Media Marketing, Merchant Services, Creative Ideation, Information Design, Adobe Creative Suite, Artistic Vision