

William Orban

Senior Creative Specialist | Art Director | AI-Driven Design Expert

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Professional Summary

Accomplished Senior Creative Specialist with extensive experience in AI-driven design, visual storytelling, and digital branding. Adept at leading cross-functional teams and developing innovative campaigns that resonate with target audiences. Proficient in design thinking and leveraging advanced tools to deliver high-quality results across diverse industries.

Key Skills

- AI Tools: MidJourney, Stable Diffusion, DALL-E, ChatGPT +
 - Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Cinema 4D, Figma
 - Creative Expertise: Branding, UI/UX Design, Motion Graphics, Visual Storytelling, Digital & Print Design
 - Project Management: Cross-Functional Team Leadership, Presentation Design, Marketing Campaigns
 - Large format design
 - Other Skills: Social Media Marketing, Infographics, Problem Solving, Creative Ideation, Information Design
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Professional Experience

Senior Creative | Art Director | Visual Storyteller

Freelance / Contract | Oct 2000 – Present | Remote

- 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 CEO
 - 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
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Key Achievements:

- Pioneered the use of AI tools in design workflows, improving efficiency and creativity.
 - Delivered e-commerce photography and design for Playboy's *The Girls Next Door*, achieving 100% client satisfaction.
 - Developed a Facebook app for NFL's Allstar Playbook, increasing fan interaction.
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Art Director | Senior Print Designer | Marketing Specialist

St. Louis Rams, NFL | Jul 2010 – Jan 2016 | St. Louis, MO

- Designed over 500 marketing materials, including full-page ads, billboards, and season tickets.
- Produced motion graphics, animations, and infographics for in-game scoreboards and television broadcasts.
- Created branding materials for Rams' corporate partners, directly contributing to sponsorship agreements.

Key Achievements:

- Increased fan engagement by delivering innovative visuals and promotional materials.
 - Successfully pitched design concepts that secured high-value sponsorship deals.
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Art Director | VFX Artist | Marketing Specialist

Modern VideoFilm | Apr 2000 – Aug 2008 | Burbank, CA

- Created visual effects for 35+ TV shows and 10 films, including collaborations with James Cameron.
- Designed marketing materials and magazine covers for *The Hollywood Reporter*, increasing industry recognition.
- Produced title designs and key art for production studios, elevating project presentation standards.

Key Achievements:

- Delivered cutting-edge visual effects and motion graphics that met tight deadlines and exceeded client expectations.
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Education

Bachelor of Arts (B.A.) in Art Studies
University of Illinois Chicago

Keywords

AI-Driven Design, MidJourney, Stable Diffusion, DALL-E, ChatGPT, UI/UX, Branding, Digital Design, Graphic Design, Visual Storytelling, Presentation Design, Marketing Campaigns, Adobe Creative Suite, Motion Graphics, Infographics, Problem Solving, Social Media Marketing, Information Design, Creative Ideation, VFX Production

Additional Skills

- Advanced UI/UX Strategy and Digital Product Design
- AI-Integrated Content Creation and Workflow Optimization
- Cross-Functional Team Collaboration and Leadership