

WILLIAM ORBAN

Senior Generative AI Creative Director | AI Content Producer | Marketing Artist

Chicago, IL, United States

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PROFESSIONAL SUMMARY

Senior Generative AI Creative Director and Creative Technologist specializing in AI-driven image and video production, advanced prompt engineering, and enterprise-level visual storytelling. Deep expertise across branding, motion graphics, VFX, marketing campaigns, and UI/UX, with a strong focus on integrating Generative AI into modern creative workflows. Known for delivering high-impact creative solutions for global brands, professional sports organizations, media companies, and consumer products while maintaining high visual standards across digital, print, broadcast, and experiential platforms.

CORE COMPETENCIES

- Generative AI Content Production (Image & Video)
- Advanced Prompt Engineering (Commercial, Product, Narrative)
- AI Video Pipelines (VEO, Flow, AI-assisted motion)
- Creative Direction & Visual Storytelling
- Brand Systems & Campaign Development
- Motion Graphics, VFX, and Compositing
- UI/UX Design (Figma)
- Cross-Functional Collaboration & Creative Leadership
- Marketing & Product Visualization
- AI Workflow Optimization

TOOLS & PLATFORMS

Extensive hands-on experience with Generative AI platforms including MidJourney, Stable Diffusion, DALL-E, ChatGPT, Gemini, and AI video systems such as VEO and Flow. Advanced proficiency with Adobe Creative Suite including Photoshop, Illustrator, InDesign, and After Effects, along with Cinema 4D for 3D and motion work. UI and product design experience using Figma, supported by hybrid AI-assisted production pipelines that combine traditional and AI-driven workflows.

PROFESSIONAL EXPERIENCE

Independent Creative Consultant | Generative AI & Marketing Artist

Self-Employed / Contract

Remote

October 2000 – Present

Provide end-to-end creative direction and Generative AI content production for marketing, product visualization, packaging, large-format design, and commercial storytelling. Develop advanced prompt engineering systems for AI-generated imagery and video across retail, automotive, hospitality, entertainment, and sports sectors. Lead creative initiatives for enterprise clients including Hilton, Marriott, Ford, Camping World, CBS, Disney, and multiple national brands, while also producing AI-enhanced marketing assets for professional sports leagues such as the NFL, NBA, NHL, MLB, NASCAR, and UFC. Deliver key art, stage graphics, promotional visuals, and AI-driven content that integrates seamlessly into digital, print, social, broadcast, and experiential environments. Continuously integrate Generative AI into established design, motion, and VFX workflows to accelerate production timelines while maintaining broadcast-quality output and brand consistency.

Key Impact

- Reduced creative production timelines through AI-assisted workflows while maintaining enterprise visual standards.
- Delivered scalable brand assets adaptable across digital, print, social, and experiential platforms.

Art Director | Marketing & Print & Motion Design

St. Louis Rams (NFL)

St. Louis, MO

July 2010 – January 2016

Directed visual design and motion graphics for high-profile marketing initiatives, including full-page advertising, billboards, season ticket campaigns, stadium graphics, and in-game visuals. Produced motion graphics, animations, and infographics for scoreboard displays and broadcast television. Developed branded creative assets for corporate partners and sponsorship activations, supporting marketing objectives while enhancing fan engagement through cohesive and impactful visual storytelling.

Key Impact

- Increased fan engagement through visually distinctive promotional content.
- Contributed to successful sponsorship initiatives through high-impact creative output.

Art Director | VFX Artist | Marketing Design

Modern VideoFilm

Burbank, CA

April 2000 – August 2008

Created visual effects, motion graphics, and title design for television series and feature film projects within fast-paced production environments. Designed marketing materials, promotional assets, and magazine covers for entertainment industry publications, including The Hollywood Reporter. Delivered key art and visual systems for studio productions, ensuring high production value, creative consistency, and on-time delivery across broadcast and film projects.

Key Impact

- Delivered visually complex projects under tight production schedules.
- Elevated brand presentation for studio and broadcast clients through high-quality design execution.

EDUCATION

Bachelor of Arts in Art & Film

University of Illinois at Chicago

ADDITIONAL EXPERTISE

- AI-Integrated Creative Workflows
- Hybrid AI + Traditional Production Pipelines
- Enterprise-Scale Brand Design
- High-Fidelity Product Visualization
- Social & Digital Campaign Assets
- Presentation & Pitch Deck Design

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