LAURIE ORSI

orsiart.com
laurie@orsiart.com
+1 (501) 786-0363
linkedin.com/in/laurie-orsi-80047029a

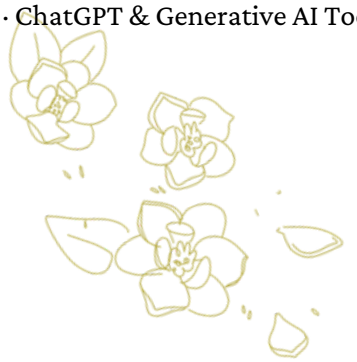


SKILLS

Creative Direction: Art Direction · Creative Strategy · Creative Leadership · Visual Storytelling · Campaign Development · Brand Development · Creative Production

Design & Media: Illustration · Graphic Design · Brand Identity · Logo Design · Editorial Design · Motion Graphics & Animation · Social Content · Web Design · Photography Art Direction · Video/Reel Direction · Interview Direction

Technical: Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro, Fresco) · Procreate · Wix · Canva · ChatGPT & Generative AI Tools



SUMMARY

I am a multidisciplinary creative director and illustrator with experience developing visual identities, integrated campaigns, and branded experiences across print, digital, social, and experiential media. My foundations in illustration inform my creative strategy and art direction. I translate ideas, target-audience insights, and measurable objectives into distinctive visual storytelling and cohesive marketing campaigns.

EXPERIENCE

Caramba! | Creative Director
Savannah, GA | 2025–Present
Lead creative direction, branding, and marketing for a Latin American pop-up event collective. Develop campaigns and visual content across print, digital, and social media while directing and coordinating photographers, videographers, designers, and other creative collaborators.

Orsiart LLC | Independent Illustrator & Creative Consultant
Savannah, GA | 2024–Present
Own and operate an independent creative practice providing illustration, graphic design, and creative consulting for commercial and private clients. Create custom visual solutions, commissioned fine art, and original print collections for direct-to-consumer sale.

SELECTED CLIENT WORK

Alley Cat Lounge | 2026
Illustration & Editorial Design
Designed and illustrated a 10-page, botany-themed artisan cocktail menu, developing a cohesive visual system combining custom illustration and editorial design.

Savannah Made Simple | 2025
Illustration & Information Design
Illustrated maps of Savannah highlighting local businesses and destinations for a broad visitor and resident audience.

Wanderoft | 2026
Illustration & Graphic Design
Designed and illustrated promotional collateral for a complimentary trial campaign to attract attention and encourage participation.

EDUCATION

Savannah College of Art and Design
BFA Illustration (2024)
Animated Illustration and Publication Design
Honors Graduate

COMMUNITY INVOLVEMENT

Savannah Philharmonic - Chorus Member (2020-Present)
Perform in 4–5 concerts annually following independent repertoire preparation and weekly ensemble rehearsals throughout the August–May season.