Ombretta Laureti



AI Creative Lead

ombretta.laureti@gmail.com | +39 339 6031936
Rome, Italy | Nationality: Italian
www.visioninmotion.me

Profile

Generative AI tools can be learned by anyone; creativity cannot. It is an innate talent, and it is what separates an author from a skilled operator. This is what I bring to every project.

Throughout 26 years as a broadcast motion designer, I have consistently been among the first in Italy to embrace each new visual technology, from MMS and streaming to generative AI. In 2025 I conceived and produced the launch idents for La7 Cinema, Italy's first fully AI-generated television idents, with Photoshop and After Effects used only as supporting tools. At the time, generative models did not allow outputs to be customised or a specific brand element to be reproduced reliably. To overcome this, I developed a proprietary Brand Identity Integration methodology that embeds the network logo directly into the generative process.

For years, technical and production constraints forced imagination to compromise with what was feasible. Generative AI has removed most of those limits, allowing me to turn a vision into finished work with a speed and at a cost once unthinkable, without sacrificing broadcast standards. I combine the vision from which a project originates with the hands-on expertise to carry it through to delivery.

Work Experience

AI Visual Artist | Senior Creative Motion Designer

LA7 s.r.l.

10/2000 - 09/2026 Rome, Italy

- Research and Development (R&D): Ideated, designed and launched the visual identity package for the La7 Cinema channel debut in October 2025, including its Christmas editions, pioneering Italy's first fully AI-generated television idents and introducing generative AI into a broadcast production context.
- Process Optimisation: Integrated leading generative AI tools into traditional video workflows, creating hybrid and agile creative workflows and improving production efficiency.
- AI Training and Mentorship: Trained and supported the graphics team and colleagues in generative AI, from theory to hands-on practice across image and video generation, supporting effective adoption and integrated production workflows.
- Core Broadcast Competencies: Delivered motion design and television graphics across the network's editorial portfolio, combining creative development, compositing, post-production and visual quality control.

Skills

GENERATIVE AI MODELS

Seedance; Kling; MiniMax; Veo; Wan; GPT Image; Nano Banana; Ideogram; Seedream; Recraft; Midjourney; Flux; Runway

GENERATIVE AI PLATFORMS & WORKFLOWS

Lumina; Flora; Higgsfield; OpenArt; Luma; Node-based generative AI workflows

GENERATIVE AI STUDIOS

Google Flow; Dzine

MOTION & VISUAL DESIGN

Adobe Creative Suite; After Effects; Photoshop; Illustrator; InDesign

DESIGN & WEB TOOLS

Framer; Figma

Education

Academy of Fine Arts | Degree in Scenography

State Art Institute | Diploma in Goldsmithing

Languages

- Italian: Native
- Spanish: Fluent
- English: Proficient in written communication; basic speaking skills. Uses bidirectional simultaneous translation tools for real-time international conversations.

Core Competencies

Concept Development | Art Direction | Visual Storytelling | Brand Identity | Visual Consistency | Hybrid AI Workflows | Leadership | Team Mentorship

Portfolio

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Original generative AI case studies, including The Storm, Divine, Flow Motion and Crimson Blossom.

Most of my work at La7 involves the network's intellectual property and cannot be publicly shared. View AI projects I contributed to via La7's television broadcasts and official social media channels.