

# R. Scott Vivilecchia

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PORTFOLIO - <https://vi-vi.io>

A Visual Storyteller with over a decade of experience delivering poignant, strategy-driven content. I'm proficient in ideation, graphic design, all phases of video production, and front-end web development. With a distinctive blend of creative and technical expertise, I create content that educates, informs, and entertains.

## Core Competencies

### Graphic Design:

- Layout
- Typography
- Illustration
- Photo Editing

### Digital Design:

- Responsive fluid grid layouts
- UI/UX, Interaction design
- SEO, Google Analytics
- ADA compliance
- HTML, CSS, JavaScript ES 6
- YouTube, Vimeo, Kaltura API's
- SVG, <canvas>, and GIF animation

### Video production:

- Storyboarding
- Directing/Interviewing
- Videography/Photography
- Editing, Color, Motion GFX

**Web tech:** WordPress, Drupal, Jekyll/Gatsby, Git/GitHub, Continuous Integration/Deployment, PHP, MySQL, SASS/LESS, Bootstrap 3/4/5

**Software:** Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator, InDesign), Davinci Resolve, Microsoft Office, Google Suite

**General skills:** Copy writing, Committed collaborator, Creative problem-solving, Strong attention to detail, Work independently, AI enhanced workflow, File management, Manage multiple projects, Mac/Windows/Linux

## Work Experience

### Designer, Filmmaker & Content Creator

2019 - Present

VIVI Productions

- Use a well-honed research process, meticulous strategic planning and thoughtful visual storytelling to create results-driven video and multimedia content for a diverse range of clients
- Consult on strategy, trends and tech requirements for social media platforms and the web, leading to deeper engagement and increased call to action follow-through on campaigns
- Partner with clients and their subject matter experts throughout the entire product life cycle - strategy, production, distribution, and evaluation
- Build consistent brand identities across channels, increasing recognition and customer loyalty

### Video Production Specialist

2013 - 2019

Voya Financial

- Collaborated with Fortune 500 and large government clients on award-winning educational videos that drove engagement with their unique employee benefit plans
- Worked with the executive leadership team to plan, create and deliver engaging, meaningful video content that moved the needle on hundreds of sales pitches and marketing campaigns
- Contributed to the evolution of brand standards for video and web content

### Creative Services Designer

2004 - 2013

Voya Financial, ING, CitiStreet

- Designed impactful visual assets, including videos, web apps and PowerPoint presentations, to support sales meetings, leading to retirement plan conversions valued at Billions of dollars in assets under management, and positioning the company as a leader in the industry.
- Collaborated with the Plan Participant Education team to develop a diverse library of client-branded web apps that led to a 12% average increase in retirement plan participation

## Education

**Lesley University** – Graphic Design

Present

**County College Of Morris** – A.S. Graphic Design

1995 - 1998