

R. Scott Vivilecchia

Content Creator

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PROFESSIONAL SUMMARY

A Senior Creative Designer with over a decade of experience delivering poignant, strategy-driven content. I'm proficient in ideation, video editing, motion graphics, color grading, and sound design, as well as UX/UI, and front-end web coding. Highly organized and detail-oriented, I'm dedicated to providing top-notch solutions to complex problems, to meeting deadlines and to creating digital experiences that educate, inform, and entertain.

WORK EXPERIENCE

Designer, Filmmaker & Content Creator

01/1998 - Present

Freelance

- Use a well-honed research process, meticulous strategic planning and thoughtful visual storytelling to produce video, digital media, and print solutions for business, in a variety of industries, as well as for government and not-for-profit entities
- Consult on strategy, trends and tech requirements for social media content and the web, leading to deeper engagement and CTA follow-through on campaigns
- Partner with clients and their subject matter experts throughout the entire product life cycle - strategy, production, distribution, and evaluation
- Building consistent and captivating brand identities across channels, increasing brand recognition and content engagement
- Recent collaborations - Transdev, Inotiv, Triple M, PACTV, Upgrad

Video Production Specialist

03/2013 - 07/2019

Voya Financial

- Collaborated with Fortune 500 and large government clients on award-winning educational and explainer 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, marketing campaigns, and other internal initiatives
- Managed Kaltura video delivery platform, leveraging its JavaScript API to redefine how Voya presented video on the web
- Contributed to the evolution of brand standards for video and web content

Creative Services Designer

08/2004 - 03/2013

Voya Financial, ING, CitiStreet

- Designed impactful visual assets that supported sales efforts, leading to retirement plan conversions of Billions of dollars in AUM, and positioning the company as a leader in the industry.
- Produced, developed and delivered sales and marketing-related materials, including videos, custom web apps and PowerPoint presentations, to introduce the team and highlight capabilities
- 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 plan participation
- Oversaw and led development on the VoyaDelivers.com Apache server platform

SKILLS

Video Pre-Production: Script writing, Story-boarding, Strategy

Video Post-Production: Audio design, Collaborative video post-production using Adobe and Davinci Resolve frameworks, Color correction, Editing, Effects, Motion graphics, Strong understanding of video codecs and the delivery of video via web channels, Vimeo channel management, YouTube channel management

Video Production: Directing, Filming, Interviewing, Studio and on-location set-up, Video Production

UI/UX, Front-end Web: CI/CD, CSS, Git/GitHub, HTML 5, JavaScript ES6, LESS, Mobile-first responsive design, SASS, SVG and <canvas> animation, YouTube Vimeo and Kaltura JavaScript APIs

Software: Adobe After Effects, Adobe Audition, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Adobe products, Canva, Davinci Resolve, Figma, Microsoft Office, Operate and administrate Mac Windows and Linux

Camera systems: Blackmagic, Canon, Panasonic, Sony

Other: A carefully considered AI enhanced workflow, Animation, A skilled problem solver with a strong attention to detail, Committed collaborator with an unwavering focus on project goals, Design skills, Illustration, Presentation design, Strong communication skills, Visual arts, Visual design, Work independently and as part of a cross-functional team of experts, Writing and editing

EDUCATION

Art Institute Of Boston

Graphic Design Boston, Massachusetts, USA | 09/1998 - 06/2001

County College Of Morris

A.S. Graphic Design Randolph, NJ, USA | 09/1995 - 06/1998

Ongoing Professional Development

I've recently completed Philip Bloom's Cinematic Master Class, and I'm currently expanding my skills with JavaScript ES6 & Local SEO. Also experimenting with the concept of interactive video, and cutting edge AI content generation tools like HeyGen and Adobe Firefly