

# R. Scott Vivilecchia

**Ideation | Execution | Delivery | Measurement**

Composing and delivering concise, memorable messages that connect with audiences through highly engaging video productions & web apps

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🌐 Website: [vi-vi.io](http://vi-vi.io)

📍 Location: Bourne, MA, USA

## Video Production

Story-boarding, strategy, scripting

Post-production—editing, effects, color grading, motion graphics, audio design

Studio and on-location set-up, filming, interviewing & directing

Strong understanding of video codecs and the web delivery of video

## UI/UX

Mobile-first, responsive design

ADA compliance

Front-end code fluent, including HTML, JavaScript (ES 6), CSS with pre-processors

SVG and <canvas> animation

GitHub, CI/CD

## Applications

Master level proficiency with Adobe Creative Cloud

Collaborative video post-production using Adobe Team project workflow

Davinci Resolve 18

Operate and administrate Mac, Windows, & Linux

## Other

Illustration, animation, graphic design

Strong communications and writing skills

AI enhanced workflow

Committed collaborator with an unwavering focus on project goals

## Experience

**Designer, Filmmaker and Content Creator** – Independent Freelancer

July 2019 - Present

Use thoughtful storytelling and a well-honed research process to produce video, digital, and print solutions for business, in a variety of industries, as well as for government and not-for-profit entities

Consult on trends and tech requirements for social platforms and the web, leading to deeper engagement and CTA follow-through on campaigns

Work with clients throughout the entire product lifecycle—strategy, production, distribution, and evaluation

Build consistent and impactful brand identities across platforms

Recent collaborations – [Transdev](#), [Inotiv](#), [Triple M](#), [PACTV](#), [Upgrad](#)

**Video Production Specialist** – Voya Financial

March 2013 – July 2019

Collaborated with Fortune 500 and large government clients, on custom-branded, 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, adhering to and evolving Voya's brand standards

Managed [Kaltura](#) video delivery platform, leveraging its JavaScript API to align web video styles more closely with the Voya brand

**Creative Services Designer** – Voya Financial, ING, CitiStreet

August 2004 – March 2013

Provide strategic and creative support for Mega and Large market Institutional and government sales efforts, including production of videos and custom web apps to introduce the team and highlight capabilities

## Education

**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](#)

**Art Institute of Boston, Boston, MA**

1998 – 2001

**County College of Morris, Randolph, NJ – A.S. Graphic Design**

1996 – 1998

## My work

Website - [vi-vi.io](http://vi-vi.io)

Video demo reel - [vi-vi.io/reel](http://vi-vi.io/reel)

