RICCARDO VALSECCHI

CREATIVE DIRECTOR

Brand & design · Film and post-production · AI-enabled creative systems

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Evil Creatives | Portfolio | LinkedIn

Global Creative Director specializing in brand storytelling, omni-channel campaign design, and high-end post-production operations. Proven track record of leading international teams, modernizing creative pipelines, and aligning elite aesthetic craft with rigorous business impact.

CORE EXPERTISE

Creative Direction | Brand & Campaign Design | Creative AI Systems | Visual Storytelling | Narrative Systems | Film & Video | Team Leadership | Pitches & New Business | Motion Graphics & Multimedia | Creative Strategy

SELECTED IMPACT

- **Film and post-production**: Directed U.S. and EMEA video production at Whalar and premium global post production at Michael Kors; rebuilding workflow to properly manage global social media, in-store and traditional ads, while cutting turnaround times and budget to 50%.
- **Brand and design leadership**: Led the design and creative team at CC Explorations, building the brand end-to-end from the logo and visual identity to the website, video identity, and UX/UI of the company's satellite-visualization app.
- **Storytelling**: 15+ years of storytelling development as a film director, senior video editor, and brand identity developer.
- **AI-enabled production**: designed AI system and workflow for image and video productions for ALDI's in-house agency, Otherly Entertainment, and CC-Explorations.

PROFESSIONAL EXPERIENCE

ALDI (in-house agency) | Creative AI Director (consultant)

2025 - Present

Integrated AI-driven production pipelines into ALDI's in-house agency to scale food, product, and lifestyle asset creation.

- Engineered modular ComfyUI workflows utilizing custom models and existing product assets (composition-to-image, controlled variation, and sketch-to-video) to ensure physical accuracy and brand alignment.
- Established strict quality-assurance gates, requiring manual sign-off for product fidelity and brand consistency prior to asset release.
- Scaled output to deliver 90+ production-ready image and video assets per month for active campaigns, e-commerce, and social channels.

Evil Creatives | Founder & Creative Director **2025 - Present**

Independent studio delivering brand identity, video production, and AI-enabled creative systems for consumer and early-stage companies. Main projects:

- **CC Explorations**: Directed creative development across comprehensive brand identity, web design, video production, print, and the UX/UI of the company's satellite-visualization application featuring AI capabilities.
- **QuickTime** and **Encore Family Entertainment**: Led end-to-end brand positioning, website architecture, video production, and investor pitch decks from concept to market launch.
- **Spoken Layers**: Developed visual identity for business presentation. Created cover arts for podcast production.
- **Commercial Production:** Executed video production projects utilizing AI-enabled workflows for clients including Phillips auction house and Guardian Alarm.

- **Product Development**: Architected three proprietary creative-AI applications: **LUMEN** (personalized media and merchandise creation for theme parks), **IKI** (adaptive fashion brand asset generation), and **STORYLINE** (narrative development systems).

Otherly Entertainment | Director of Creative AI **2025 - 2026**

Directed creative vision and production standards for an AI-native platform specializing in generative image, video, and editing tools.

- Established narrative and story-bible systems to maintain character, world, and continuity consistency across generated outputs.
- Bridged creative requirements with engineering by translating storytelling needs into model architecture, agent workflows, and API integrations.
- Prototyped and directed Style Lab, the platform interface for building dedicated visual styles for generation.

Whalar | Video & Podcast Supervisor / Producer **2022 - 2024**

Directed U.S. and EMEA video production and rebuilt operational workflows to scale output.

- Directed U.S. and EMEA video and campaign production from concept, script, and storyboard through final delivery.
- Rebuilt production workflows and introduced AI-enabled video and photo pipelines, reducing turnaround times by 50%.
- Led new business pitches, recruited and mentored production teams, and managed agency and vendor negotiations.
- Produced and directed three seasons of Everything Is Better with Creators and the Creator Academy channel.
- Led video and multimedia production for Whalar's presence at Cannes Lions, Advertising Week, and VidCon.

Michael Kors | Post-Production Supervisor **2021 - 2022**

Supervised global video post-production operations to luxury brand standards.

- Managed global post-production pipelines, balancing budgets, schedules, agency contracts, licensing, and multi-market versioning.
- Recruited and trained internal post-production teams, reducing operating costs by 30–40% while maintaining premium quality standards.

Earlier Roles **2015 - 2021**

- **InMusic Brands | Video Producer, 2019–2021:** Directed global campaigns and product films across live-action, 3D, motion graphics, and color grading for brands including Akai Professional, Alesis, Denon DJ, Rane, ION Audio, HeadRush, and M-Audio.
- **Razorfish Health | Senior Broadcast Producer, 2019–2020:** Produced video, animation, motion design, and VFX for healthcare campaigns within an agency environment.
- **PVH | Editor, Colorist & Motion Designer, 2015–2020:** Delivered video editing, color grading, motion graphics, title design, and VFX for Calvin Klein, Tommy Hilfiger, Speedo, and Arrow.
- **Premiere Pictures | Post-Production Supervisor / Senior Editor, 2018:** Led end-to-end post-production for documentary and narrative projects distributed across major streaming platforms including Netflix, Amazon, and broadcast television.
- **North Brooklyn Productions | Creative Director, 2015–2023:** Directed cinematography, photography, design, advertising, and film projects.

SELECTED TOOLS

Tools: Adobe Creative Cloud, DaVinci Resolve, Figma, Framer, Blender, ComfyUI, Midjourney, Runway, Seedance, Flux, Stable Diffusion, GPT, Gemini, Claude, Python, Tailwind CSS, GitHub, Vercel, Google Studio, and AWS.

EDUCATION & CERTIFICATIONS

- **M.A., Literature & Philosophy**, University of Bologna 1996-2001
- **Media in Conflict Areas**, IDC Herzliya 2008
- **Filmmaking Masterclass,** New York Film Academy 2013
- **Color Grading**, Blackmagic 2022

- **Da Vinci Resolve Certified User,** Blackmagic 2023
- **Brand Identity & Strategy**, IE Business School 2024

LANGUAGES

- Italian (Native)
- English (Bilingual)
- German (Fluent)
- Spanish (Conversational)
- Japanese (Beginner)