

RICCARDO VALSECCHI

CREATIVE DIRECTOR / CREATIVE AI

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[Evil Creatives](#) | [Portfolio](#) | [LinkedIn](#)

Creative Director and Creative AI leader with 10+ years of international experience integrating brand strategy, filmmaking, design, production, semiotics, narrative systems, AI workflows, and digital product development. Builds teams and creative systems that connect human direction, premium craft, technical fluency, and scalable delivery.

CORE EXPERTISE

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

SELECTED IMPACT

- Built integrated creative systems spanning brand strategy, image, video, web, product prototyping, narrative continuity, model workflows, and deployment.
- Developed strategic production workflows that reduced turnaround by 50% and costs by 30%, while protecting creative quality and brand consistency.
- Built and managed teams, led pitches and new business, and delivered campaigns across U.S., EMEA, and Japan for fashion, retail, technology, entertainment, and regulated industries.

PROFESSIONAL EXPERIENCE

ALDI | Creative AI Director / Consultant

2025 - Present

- Guide ALDI's in-house agency on the strategic use of AI tools to improve creative workflows, effectiveness, and productivity.
- Define AI-supported approaches for photo and video assets across product and lifestyle imagery, food photography, social content, and campaign production.
- Develop controlled workflows that combine existing product assets, dedicated models, and human creative review to move quickly while preserving product accuracy and brand consistency.

Evil Creatives | Founder & Creative Lead

2025 - Present

- Founded and lead a multidisciplinary studio; own creative strategy, client development, proposals, project scoping, team formation, budgets, vendor relationships, and delivery.
- Built and led a dedicated marketing team for CC Explorations, a client, coordinating brand, content, video, web, presentations, and product-development priorities.
- Led QuickTime's brand and digital transformation across positioning, identity, content, web, investor communications, and retail applications.
- Conceived and prototyped LUMEN, Storyline, and IKI as systems for personalized media, narrative development, and adaptive fashion-brand creation.
- Integrate creative direction and production knowledge with model architecture, agents, APIs, basic Python, Tailwind CSS, and deployment to turn concepts into working experiences.

Otherly Entertainment | Director of Creative AI

2025 - 2026

- Led the creative vision for Otherly Studio, an AI-native platform for image creation, video production, editing, and multimedia asset generation.
- Developed CANON, a narrative and story-bible system that preserves characters, worlds, rules, relationships, and continuity across generated content.
- Connected creative, product, and engineering teams across storytelling, model architecture, agent-based workflows, API integration, and deployment.

- Directed Style Lab and defined visual-continuity, narrative-consistency, and quality-control methods.

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

- Directed U.S. and EMEA video and campaign production from concept, scripts, and storyboards through delivery.
- Introduced AI capabilities into video and photography workflows.
- Redesigned non-AI production workflows, reducing turnaround 50% and costs 30%.
- Led pitches and new business; recruited and mentored teams; negotiated agencies and vendors; increased productivity 40%.
- Produced and directed three seasons of Everything Is Better with Creators and the Creator Academy video channel.
- Produced work for Cannes Lions, Advertising Week, and VidCon for Amazon, Samsung, Google, Sephora, NFL, Oatly, and others.

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

- Supervised high-budget, premium video post-production across global markets while protecting Michael Kors' luxury standards.
- Managed budgets, schedules, agencies, vendors, contracts, licensing, rights, versioning, and multi-market delivery.
- Built teams, trained junior staff, negotiated vendors, and reduced operating costs 30–50% without compromising quality.

inMusic Brands | Video Producer**2019 - 2021**

- Produced global campaigns and product storytelling for Akai Professional, Alesis, Denon DJ, Rane, ION Audio, HeadRush, and M-Audio.
- Directed crews across live action, product films, 3D, motion, color, and social content.

Razorfish Health | Senior Broadcast Producer**2019 - 2020**

- Developed video, animation, motion, and VFX for healthcare campaigns in a regulated agency environment.

PVH | Video Editor, Colorist & Motion Designer**2015 - 2020**

- Delivered editing, color, motion, titles, and VFX for Calvin Klein, Tommy Hilfiger, Speedo, and Arrow.

Premiere Pictures | Post-Production Supervisor / Senior Editor / Colorist**2018**

- Hired and led production and post-production teams through distribution and vendor delivery.

North Brooklyn Productions | Creative Director**2015 - 2024**

- Directed positioning, campaigns, photography, design, advertising, and film; recruited creative talent.

SELECTED CLIENTS & TOOLS

Clients: ALDI, Michael Kors, PVH, Amazon, Samsung, Google, Sephora, NFL, Oatly, and Microsoft. Tools: Adobe Creative Cloud, DaVinci Resolve, Figma, Framer, Blender, ComfyUI, Midjourney, Runway, Seedance, GPT, Gemini, Claude; Python, Tailwind CSS, agents, APIs, GitHub, Vercel, and AWS.

EDUCATION & LANGUAGES

- M.A., Literature & Philosophy, University of Bologna | Media in Conflict Areas, IDC Herzliya | Filmmaking Masterclass, New York Film Academy | DaVinci Resolve Colorist | Brand Identity & Strategy, IE Business School
- Italian (Native), English (Bilingual), German (Fluent), Spanish (Conversational), Japanese (Beginner)