

Robson Reis de Moura

Video Producer • Editor • Motion Graphics Designer

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Video producer, editor, and motion graphics designer with more than 20 years across broadcast, direct response, and branded content. Sole in-house video producer at Life Extension, with roughly 900 episodes produced across two weekly shows, a fully produced live show and a long-running podcast released in both video and audio, plus the brand's product-video pipeline. Builds Premiere Pro template systems, one of which cut a weekly show's graphics work from a full day to about an hour, and AI-assisted production workflows that have sharply reduced stock purchases, without compromising brand standards or regulatory accuracy. Calm under tight deadlines, and equally comfortable leading a crew or delivering the cut alone.

EXPERIENCE

Videographer / Motion Graphics Designer (Sole Video Producer)

10/2017 – Present

Life Extension — Fort Lauderdale, FL

- Sole video producer for two weekly shows: about 400 episodes of the company's live show (six years of *LE Live*, a fully produced live stream, then two years of its successor *Real Wellness*) and 500+ episodes of the *Live Foreverish* podcast over nearly nine years, each delivered as a video edit for YouTube and an audio master for Apple Podcasts, Spotify, Amazon Music, and other platforms. Own every stage: studio setup, multi-camera capture, graphics, edit, audio, thumbnails, SEO chapters, and publishing to YouTube and the podcast host.
- Built complete 2026 broadcast graphics packages for both shows as editable Premiere Pro templates (MOGRTs): lower thirds, chyrons, Coming Up card, end cards, transitions, and promo supers. On *Real Wellness* this cut per-episode graphics work from a full day in After Effects to about an hour in Premiere.
- Designed and animated the *Live Foreverish* show open, approved by the team, and five *Real Wellness* segment bumpers built over AI-generated footage.
- Built a six-template product-video system for Amazon listings in which headlines, colors, footage, and layout are all editable in Premiere, with no third-party plugins, so any product family can be cut from one master.
- Introduced an AI-assisted workflow across the company's video production, with repeatable prompt systems and generation pipelines for photoreal background plates, infographic insets, and vertical product shorts, sharply reducing stock footage and illustration purchases while keeping every asset on-palette and broadcast-ready.
- Refreshed the podcast's thumbnail, web, and social imagery with 35 AI composites (7 poses across 5 formats), leaving the hosts untouched and building a consistent new studio environment around them.
- Uses AI coding agents to script and verify After Effects template builds, automating repetitive setup and running checks that catch layout errors before anything is exported.
- Produces content in a regulated category, keeping label artwork, product claims, and disclaimers accurate, and keeping products out of editorial footage where they would create a claim context.
- Trained and advised the creative team on AI tools and prompt craft, setting the standards that keep generated material consistent, on-brand, and production-safe. Also produce assets for landing pages, social, email, and banner campaigns.

Freelance Producer & Animator

2026

Independent — Boynton Beach, FL

- Produced a 60-second patient instructional video for a pharmaceutical company's oral-solution product: script, AI-generated isometric animation (Google Flow / Veo 3.1), voice-over, score, and burned-in captions, delivered complete.

Motion Graphics Artist & Editor

Chumney & Associates — North Palm Beach, FL

11/2016 – 9/2017

- Edited and conceptualized 15- and 30-second automotive commercials, from concept through final delivery.
- Worked in Adobe Creative Cloud, primarily Premiere Pro, meeting strict broadcast deadlines without compromising the work.

Sr. Video Editor, Camera Operator, Sound Engineer

Dynamic TV Marketing — Boynton Beach, FL

8/2010 – 11/2016

- Directed camera and audio crews and operated a 6-camera switcher for live productions, composing shots with lighting, filters, lenses, and camera settings to match each director's vision.
- Led video editing for direct response campaigns and designed the graphics package for studio productions.
- Recorded voice-overs, music, and sound effects, and managed the import, conversion, and organization of all recorded material.

Producer & Sr. Video Editor

EHR Scope, LLC — Palm Beach Gardens, FL

10/2009 – 8/2010

- Produced interviews, webinars, tutorials, and product reviews for the Electronic Health Record industry, reaching a global audience.
- Coordinated press coverage for the MGMA 2010 National Convention in New Orleans, and handled audio editing, noise removal, and restoration.

Producer & Sr. Video Editor

Value Rich — West Palm Beach, FL

10/2008 – 9/2009

- Designed and built out a full production studio, from equipment selection through build and acoustic treatment.
- Produced and directed a weekly live-to-tape talk show on an eight-camera switcher with Chroma key, jibs, and full audio and video signal routing, alongside HD corporate videos, bumpers, commercials, and show intros.

SKILLS & TOOLS

Video	Adobe Premiere Pro, After Effects, Media Encoder, Element 3D, Final Cut Pro, Motion; basic Cinema 4D
Templates	Motion Graphics Templates (MOGRTs) and Essential Graphics panel design; broadcast graphics packages; plugin-free, editor-proof template systems
Design	Adobe Illustrator, Photoshop
Audio	Adobe Audition, Pro Tools, Sonar, Digital Performer, numerous audio and video plug-ins
AI & generative	Higgsfield (photoreal image, video, and voice generation; upscale, reframe, outpaint, motion transfer, lipsync, character consistency, voice cloning, Portuguese dubbing), Google Flow (Veo 3.1), NotebookLM, Claude (including AI-agent automation of After Effects), prompt design and AI-assisted pipelines for broadcast-quality plates, insets, and vertical product shorts
Production	Multi-camera live switching, studio lighting, field and studio audio capture, video codecs and compression for highest-quality delivery
Languages	English, Portuguese

EDUCATION

A.S., Broadcasting — City College, Fort Lauderdale, FL

Audio Production Certificate — Home Studio School, Rio de Janeiro, Brazil