

RESUME

Sky Rivers

Creative Director & Media Producer

Sydney, NSW · hello@skyriversmedia.com · skyriversmedia.com

EXECUTIVE PROFILE

Directing visual stories, commercial video concepts, and digital brand ecosystems

Creative Director & Media Producer with 15+ years of experience founding tech and media ventures, directing brand ecosystems, writing commercial concepts, and leading cross-functional creative teams. Brings together high-level brand narrative, video direction, and storytelling with a deep foundation in digital platform strategy and audio production. Former tech founder, CTO, and Design Lead; raised \$550k+ in VC and angel capital.

CORE COMPETENCIES

Where I add the most leverage

Creative Direction & Storytelling Creating video concepts, soundscapes, and visual worlds that elevate authentic connection and belonging.	Film Scoring & Sound Design Composing film scores, bespoke musical cues, and soundscapes that anchor emotional narrative.
Cinematic Video Production Filming, editing, and pacing video essays, multi-part series, and documentary-style narratives shaped by emotion, visual rhythm, and narrative intimacy.	Community Experiences Creating and directing physical gatherings that transform shared space into real human connection through sound and ambience.

EDUCATION

Formal grounding in design & interaction

Master of Arts (MA) in Design Innovation (Interactive Design)

With Distinction · 2006 – 2007

De Montfort University, Leicester, UK

Bachelor of Arts (BA) in Web Design, PR & Online Journalism

2003 – 2006

Cologne University of Applied Sciences, Germany

Composing for Film & TV

With Distinction · 2024

Pointblank Music School, Los Angeles, USA

PROFESSIONAL EXPERIENCE

Creative direction, media production, and venture execution

Creative Director & Media Producer

2018 – Present · Sydney / Global

Sky Rivers Media

- **Brand & Video Direction:** Direct end-to-end video production, commercial video concepts, scriptwriting, voiceover copy, and original film scoring for purpose-driven brands, short films, and digital platforms.
- **Pre-Visualisation Workflows:** Deploy generative AI toolsets (Claude, Midjourney, Higgsfield) for rapid visual pre-visualisation, storyboarding, moodboarding, and narrative script development.
- **Media & Brand Advisory:** Advise founders, production houses, and creative teams on narrative positioning, pitch deck storytelling, and multi-channel content strategy.

Founder & Creative Director

2018 – Present · Sydney, AU

Sky Rivers Experiential

- **Immersive Sensory Experiences:** Create and direct immersive event series (500+ events, 4,100+ attendees), specialising in deep sensory experiences through wellbeing practices, ambient lighting, and spatial soundscapes.
- **Earthbass Project:** Founded Earthbass to facilitate live immersive events, compose original spatial soundscapes, and direct and create promotional video campaigns.
- **Digital Media & Course Direction:** Translate real-world sensory experiences into digital media and online courses, including writing, filming, editing, and scoring "Return to Your Body's Wisdom" (a 10-episode digital video course).

Founder & Creative Director

Jan 2014 – Mar 2016 · London, UK

Styleicon

- **Brand & Product Leadership:** Founded Styleicon and led the full product lifecycle from concept to launch, including brand identity, UI/UX architecture, product design, and leading a cross-functional team through the build and execution.
- **Creator & Influencer Video Campaigns:** Architected and directed influencer video marketing campaigns in collaboration with top UK fashion vloggers, guiding creative briefs and organic product placement.
- **Fundraising & Omnichannel Growth:** Raised £90k (~\$170k AUD) seed capital from retail VC TrueStart and directed physical-to-digital interactive media displays at Trinity Leeds shopping centre.

Co-Founder, CTO & Design Director

Apr 2012 – Dec 2013 · Sydney, AU

Vimily

- **Branding & Product Design:** Created the brand identity and designed the complete mobile app and web platform UI/UX, built to preserve authentic oral histories and personal narratives.

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- **Frictionless Storytelling App:** Architected a prompt-guided mobile interface that removes camera anxiety, transforming raw user videos into structured, compelling narrative timelines.
 - **Brand Launch Film & Creative Direction:** Authored the original creative concept and visual storyline for Vimily's flagship launch film, directing the narrative in partnership with an external production house.
 - **Venture Capital & Strategic Product Pivot:** Co-founded and raised \$180k in angel seed capital across Australia, the UK, and the US, driving the strategic re-architecture from a consumer storytelling app into a high-growth B2B enterprise video engine.
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Lead Product Designer & UX Architect

Jan 2014 – Mar 2016 · London, UK

Sky Rivers (formerly Katrin Suess)

- **Platform Architecture (50+ Platforms):** Designed UI/UX systems, user flows, component design systems, and platform logic across Europe, Australia, and the US.
 - **Product & Brand Strategy:** Led end-to-end digital product design and brand strategy for tech startups, enterprise clients, and digital platforms.
 - **Cross-Functional Execution:** Partnered directly with engineering teams and founders to translate business requirements into intuitive visual systems.
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TOOLS & CAPABILITIES

Creative stack & production tools

Creative Direction

Concept Development	Scriptwriting & Copy	Commercial Video Direction	Brand Identity
Influencer & Creator Strategy	Media Ecosystems		

Media Production

Sony FX30	DaVinci Resolve	Premiere Pro	Ableton Live	Logic Pro	Adobe Creative Suite
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Product Design

Information Architecture	User Journey Mapping	Wireframing & Mobile UI/UX	Figma
Design Systems	HTML5 / CSS3		

AI Generation

Claude	Gemini	Midjourney	Higgsfield
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