

Sky Rivers

Senior Product Strategist & UX Architect

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

EXECUTIVE PROFILE

20 years turning dense product logic into effortless experiences

Accomplished Senior Product Strategist and UX Architect with 20 years of experience designing high-retention digital products, complex platform ecosystems, and intuitive workflows. Recognised for distilling dense, multi-layered product logic into effortless human experiences. Proven entrepreneurial background as a tech founder, CTO, and Lead UX Designer, raising VC/angel funding and leading cross-functional design and dev teams. Expert in aligning product experience (PX) with retention metrics, feature adoption, and business outcomes.

CORE COMPETENCIES

Where I add the most leverage

Product Experience (PX) Strategy Feature value optimisation, user retention architecture, user journey mapping.	UX & Information Architecture Complex workflow simplification, creator & admin dashboards, multi-sided platforms.
Growth & Engagement Onboarding optimisation, funnel drop-off analysis, retention loop design.	Venture & Product Strategy Business Model Alignment, AI-Assisted Rapid Prototyping, Product Roadmapping.

PRODUCT PHILOSOPHY & LEADERSHIP VALUES

How I lead teams and shape decisions

Empathetic Leadership Empowering multidisciplinary teams by creating psychologically safe environments where designers and developers do their best work.	Cross-Functional Alignment Translating complex business goals into clear user problems so engineering, product, and design move in sync without friction.	Talent Empowerment Coaching emerging talent, building collaborative design systems, and helping teams simplify problem-solving.
---	---	---

Twenty years of client work across founder, CTO & UX roles

Senior Product Strategist & UX Architect (Freelance / Consultant)

2006 – Present · Sydney / Global

Sky Rivers (formerly Katrin Suess)

- **Strategic Product Consulting:** Consult with scaling tech platforms, enterprise tools, and early-stage ventures on UX architecture, feature adoption, and user retention strategies.
 - **Workflow & Interface Optimisation:** Audit complex digital ecosystems to identify engagement bottlenecks and deliver high-fidelity interface solutions prior to engineering execution.
 - **AI & Workflow Integration:** Leverage generative AI tools (Claude, Gemini, Midjourney, Higgsfield) to accelerate strategic research, rapid wireframing, and workflow mapping.
 - **Key Client Impact (50+ Platforms Globally):** Delivered end-to-end UX architecture and visual identity systems across Australia, Germany, the UK, and the US.
-

Founder & Creator

2018 – Present · Sydney, AU

Sky Rivers Wellness

- **Real-World to Digital Wellness Experiences:** Designed end-to-end user journeys, scaling live multi-sensory events (500+ Sydney events) into digital audio-visual media and online community platforms.
 - **Audio Engineering & Sound Design:** Produced original music, guided meditations, and spatial soundscapes, optimising audio for presence, relaxation, and listener retention.
 - **Platform Migration & Creator Economy Workflow:** Simplified digital touchpoints by migrating offerings from a custom-built Squarespace member site to a Patreon community-driven subscription platform.
 - **Community-First Ecosystem:** Actively building a YouTube channel for wellness experiences, utilising YouTube Studio for analytics tracking, audience retention analysis, and community engagement.
-

Founder & Creative Director

Jan 2014 – Mar 2016 · London, UK

Styleicon

- **Design & Strategy:** Directed the full product lifecycle for a mobile fashion discovery app, creating end-to-end UX/UI design, brand strategy, and value proposition while managing external engineering execution.
 - **Venture Capital & Commercial Partnerships:** Secured £90k (~\$170k AUD) seed investment from retail VC TrueStart and closed a major commercial partnership with Land Securities to activate interactive mall campaigns.
 - **In-Store Experience & Product Mechanics:** Scaled early platform engagement during soft launch to over 332k outfit votes, 5k brand tags, and 3.5k uploaded looks across 1,500 active users, creating a seamless in-store fashion feedback feature for shoppers.
 - **Creator Marketing & Physical-to-Digital Activations:** Managed influencer marketing campaigns with top fashion creators and executed physical-to-digital activations at Trinity Leeds shopping centre to drive organic user acquisition.
-

Co-Founder, CTO & Design Director

Apr 2012 – Dec 2013 · Sydney, AU

Vimily

- **End-to-End Product & Technical Leadership:** Led product strategy, UX/UI architecture, and software engineering teams for an interactive video platform, overseeing iOS development, web interfaces, and cloud transcoding pipelines.
- **Venture Capital & Investor Relations:** Raised \$180k in angel seed funding across Australia, the UK, and the US to build and launch the initial mobile app and cloud infrastructure.
- **Strategic B2C to B2B Platform Pivot:** Re-architected core product infrastructure from a consumer storytelling app (Vimily Family) into a high-growth, multi-tenant B2B enterprise marketing and testimonial engine.
- **B2B Deployment & Enterprise Dashboards:** Designed corporate web identities, admin portals, and custom campaign workflows for commercial partners to collect, moderate, and deploy high-trust user-generated video content at scale.

Lead UI/UX Designer

Jan 2012 – Jun 2012 · Sydney, AU

BlueChilli Tech Accelerator

- **Portfolio UX & Design System Architecture:** Architected end-to-end UX/UI journeys, wireframes, and scalable design systems for over 10 portfolio startups (including Lime, Housl, and Giggedin).
- **Founder Collaboration & MVP Execution:** Collaborated directly with founders to distil complex technical ideas into rapid, high-converting product MVPs.

Co-Founder & UX Engineer

Jan 2011 – Jan 2012 · Sydney, AU

ZeroMail

- **Product Architecture & UI/UX Design:** Architected the complete UI/UX framework and interaction design for an innovative inbox productivity platform aimed at streamlining email workflows.
 - **Capital Acquisition & Seed Funding:** Secured \$200k in seed investment from enterprise tech provider Citrix Systems to validate and scale core technology development.
-

TECHNICAL & STRATEGIC TOOLKIT

Tools I move fastest in

UX Architecture & Methodologies	Information Architecture	User Journey Mapping	Wireframing
	Rapid Prototyping	Design Systems	Spatial Audio Design
Creative, Technical & Media Software	Ableton Live	Logic Pro	DaVinci Resolve
	Premiere Pro	Adobe Creative Suite	Canva
	Visual Studio Code	Cloudflare	
AI & Analytics Workflows	Gemini – Market Research, Large-Scale Data Synthesis, Strategic Planning		
	Claude – Rapid Prototyping, Prompt Engineering, Strategic Copy, Workflow Mapping		
	Higgsfield – AI Video Prototyping	Midjourney – AI Visual Generation	

EDUCATION

Formal grounding in design & interaction

Master of Arts (MA) in Design Innovation (Interactive Design)	With Distinction
De Montfort University, Leicester, UK	
Bachelor of Arts (BA) in Web Design, PR & Online Journalism	
Cologne University of Applied Sciences, Germany	