

SEAN SULLIVAN

AI Creative Director / Creative Technologist

Emmy nominated creative director with 20 years shipping work for Nike, Jordan Brand, Apple, NFL, Spotify, and IBM. Six years championing AI to the creative industry: first as an evangelist teaching the tools in public, then defending them when the backlash hit, then helping displaced creatives retool and get back to work. Today I direct AI assisted films end to end and design agentic production systems that turn generative tools into repeatable, governed creative pipelines.

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Westchester, NY · Remote First

// WHY I'M BUILT FOR THIS

- ▶ **The champion.** Six years making the public case for AI in creative work: teaching it, defending it, and mentoring creatives through the transition, post by post on LinkedIn since 2020.
- ▶ **The practitioner.** Directed "Never Look Down," an AI short film, and currently producing a chaptered AI video essay through a full generative pipeline I designed: Midjourney, Kling, Seedance, ElevenLabs, Suno, Whisper, Hugging Face.
- ▶ **The systems builder.** Designed and run an agentic content studio: eight role based AI agents with creative director QC gates, manifests, and versioned handoffs, deployed on Paperclip, the open source agent orchestration platform (org charts, budgets, governance, heartbeats), with 24/7 cloud infrastructure in development with a partner. Playbooks other people can run, not one off experiments.
- ▶ **The thesis.** One person, zero employees, agency scale output. The studio is the proof of concept; the next decade is the build.
- ▶ **The creative director.** Cannes Grand Prix, Emmy nomination, Webby, Clio. Two decades inside the world's biggest brand organizations and their agencies. I know what enterprise grade creative demands.

EXPERIENCE

2024 TO PRESENT

AI Creative Director / Founder

Sean Sullivan Creative · SeanGoesNorth

Independent AI first creative direction for agencies and brand direct clients, and a personal content brand where I build AI production systems in public.

- Directed "Never Look Down," an AI assisted short film (Kling pipeline), made in the aftermath of the LA fires
 - Designed and run an agentic AI content studio: eight role based agents across script, design, animation, audio, and edit, with QC gates, manifests, and versioned handoffs, orchestrated on Paperclip with per agent budgets and governance
 - Full generative stack in production: Midjourney, Kling 3.0, Seedance, ElevenLabs, Suno, Whisper, Hugging Face, Descript, Premiere
 - Ship hand coded sites and creative tools via AI pair programming (Claude Code, HTML/CSS/JS, Remotion)
 - AI accelerated creative and content direction on agency and brand direct engagements
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2020 TO PRESENT

AI Champion, Educator & Mentor

LinkedIn · Creative Community

Six years teaching AI to the creative industry in public: before it was popular, and through the years it was contested.

- Taught AI tools and workflows to the creative community: posts, breakdowns, and hands on guidance
 - Defended responsible adoption through the backlash: craft, ethics, and where the tools actually fit
 - Mentored creatives who couldn't find work into AI augmented skills and new roles
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2017 TO 2024

Founder / Creative Director / Executive Producer

Dispatch · Remote Motion & VFX Studio

Founded and led a fully remote creative studio: creative strategy, visual development, and production across motion design, VFX, and branded content for Fortune 500 brands.

- Creative directed NFL × Amazon “Thursday Night Football” open (Emmy nomination)
 - Creative directed Spotify “The Algorithm” for Vox Media (Webby Award)
 - Led creative on Intel, IBM, and Cricket Wireless × PSYOP
 - Built and directed a distributed team of 15+ artists across motion, VFX, and editorial: proof I can lead creative teams through a technology shift
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2013 TO 2017

Art Director / Lead Creative Producer, Jordan Brand

Los York / AKQA

Helped build the agency and lead the Jordan Brand account. Directed alongside athletes, ambassadors, and on camera talent.

- Jordan × AKQA “The Last Shot” (Cannes Lions Grand Prix + 6 Golds)
 - Jordan “Kaboom Room” experiential: interactive LED installation, Las Vegas
 - Jordan “Innovation” ft. King Bach: branded content direction
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2006 TO 2013

Producer → Senior Producer

PSYOP / Royale

Built the foundation in CG, VFX pipelines, and brand storytelling at two of New York’s top studios, where I learned that new production technology is adopted through craft, not hype.

- Nike Hyperdunk and Hyundai Azera: full CG/motion production
- LG “Something’s Lurking” × PSYOP / McCann (Clio Award)

CORE COMPETENCIES

Generative AI Production

Midjourney · keyframes & visdev

Kling 3.0 / Seedance · video

ElevenLabs · voice

Suno · music

Whisper · transcription pipelines

Continuous platform benchmarking

AI Systems & Workflow

Agent Orchestration · Paperclip, Claude Code

Hugging Face · models & spaces

Prompt Frameworks & Playbooks

QC Gates & Versioned Handoffs

Creative Coding (HTML/CSS/JS, Remotion)

Responsible Use Guidelines

Creative Leadership

Creative & Art Direction

Team Upskilling & Mentorship

Campaign Concepting

Cross Functional Leadership

Stakeholder Management

Production at Scale

AWARDS & RECOGNITION

Emmy Nomination

NFL × Amazon “Thursday Night Football” · Outstanding Motion Design

Cannes Lions Grand Prix + 6 Golds

Jordan Brand × AKQA “The Last Shot”

Webby Award

Spotify “The Algorithm” × Vox Media

Clio Award

LG “Something’s Lurking” × PSYOP / McCann

SELECT CLIENTS & BRANDS

Nike · Jordan Brand · Apple · NFL · Amazon · Spotify · IBM · Intel · Niantic · Disney · LG · Cricket Wireless ·
Fox/FX · Hyundai · KFC