

Giles Schippers

AI Creative Producer & Technologist

Creative technologist and producer who builds AI tools and makes the work with them. At Particle6 I conceived and built **Production Intelligence**, a suite of AI apps for ITV's biggest unscripted shows, hands-on with Claude Code; its Casting Intelligence compliance checker cut manual research time by **50-70%** across Love Island's international versions. I produce with the generative video, image and voice stack (Seedance 2.5, Veo, Kling, ElevenLabs) for formats, campaigns and AI avatars. Behind that: 25 years of creative craft and strategy, from BBDO art director and photographer to innovation at Getty Images (Mishmash, 30x ROI), CMO roles and my own AI-enhanced creative studio, Sibling.

Contact

* +44 7900 988119
* giles@workwithgiles.com
* linkedin.com/in/gschippers
* thisissibling.com (portfolio)
* London, UK | eligible to work in the UK, EU and US

Core Competencies

* AI-integrated workflows
* AI product ownership & apps
* Generative video, image & voice
* Fast prototyping & innovation
* Creative ops & systems
* Creative direction & campaigns
* Brand & audience strategy
* Format & IP development

Education

MBA Tias Business School
2003 - 2004
Utrecht/Berlin/UK

Advertising & Marketing Niko Heij Institute
2000 - 2001
Amsterdam

Work Experience

Product Owner & AI Creative Producer

Particle6 / Feb 2026 - Present / London | Contract

AI-native TV, film and technology studio, creators of AI actress Tilly Norwood.

* Production Intelligence for ITV: conceived and built a suite of AI apps for ITV's biggest unscripted shows, hands-on with Claude Code. Its first app, Casting Intelligence, includes a social media compliance checker that cut manual research time by 50-70% and cost by up to 50% across the international versions of Love Island.
* Episode Database for ITV: also built an AI visual search engine across past episodes.
* Brands & AI talent: campaign development for a global pharma brand; AI avatars including an AI CEO; AI voice production.
* Formats & IP: AI microdrama format development; IP extensions for Thunderbirds and Hell's Kitchen.

Creative Director & Founder

Sibling / Nov 2020 - Present / Remote

Creative studio producing AI-enhanced campaigns and content for brands, startups and cultural clients, using hybrid traditional and AI workflows.

* LittleStarts: AI-produced TV commercial campaign.
* StoryTerrace TV commercials: directed the TV commercial campaign, which doubled website traffic.
* Moderna Museet Stockholm: "Acclimatize" integrated activation campaign.
* Co*Author Publishing: brand identity and go-to-market strategy.

Skills

* **AI build:** Claude Code, agent SDKs and Model Context Protocol servers, Vercel, Supabase, Railway, Apify
* **AI generation:** Seedance 2.5, Veo, Kling, Nano Banana, ElevenLabs, via kie.ai, fal.ai and my own production system, Scenry
* **Creative & design:** Premiere Pro, After Effects, Figma, Framer, Adobe Creative Suite
* **Languages:** English (fluent), Dutch (native), German (working)

CMO, Brand & Creative

StoryTerrace / Oct 2017 - Feb 2022 / Los Angeles & London

Premium biography ghostwriting service.

* Scaled revenue from ~GBP 430K to GBP 6M (14x) and helped secure over GBP 10M in funding.
* Developed LifeVR, a "Capture Your Life in VR" volumetric-capture product.
* Created the "Unsung Heroes" brand campaign, covered by BBC, ITV and the FT.
* Built teams across brand, growth marketing, design and video production.

CMO, Brand & Creative

Outsite / Nov 2015 - Sep 2017 / San Francisco & Remote

Co-living startup with 50+ global locations and $10M+ annual revenue.

* Created the brand identity, built the marketing team and delivered 4x revenue growth.
* Created and launched a membership product for remote-first companies.

Senior Innovation Manager

Getty Images / 2011 - 2012 / London

* Created the Mishmash global video remix platform: 30x ROI, covered by Wired and the Wall Street Journal.
* Built the Getty/iStock Creative Contest crowdsourcing platform and creative community.

Art Director

BBDO / 2001 - 2003 / Amsterdam

* Campaigns for Vodafone, Foot Locker and Douwe Egberts (ADCN nominated).

Selected Builds

Scenry: AI film & ad production system

Own build / 2026

Script-to-storyboard-to-edited-video system built with Claude Code: Next.js app (Anthropic SDK, Remotion) plus Claude plugins running multi-agent pipelines for casting, storyboards, clip generation, prompt refinement and compliance checks, connected to Veo, Kling, Seedance and ElevenLabs through MCP servers.

Product Studio: autonomous agentic build pipeline

Own build / 2026

Daemon-driven agent system that turns product briefs into shipped software: queues PRDs, runs Claude Code sessions unattended, has an AI judge verify each delivery and opens pull requests.