




NICK BILLIRIS


pronouns:he/ him

"bill-air-is"

CONTACT ME

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 nick-billiris.com

EDUCATION

 BACHELOR OF SCIENCE
Design & Merchandising
Business Minor
Drexel University, 2001

SOFT SKILLS



TECH SKILLS

Adobe Creative Suite
Microsoft Office
Miro Project Management
Keynote

Creative leader, collaborator and storyteller who has guided innovative campaigns and emotional consumer experiences in a fast-paced environment. Experience in mentoring diverse teams and building a strong design culture.

EXPERIENCE

CREATIVE LEAD/ OWNER

Present

Billionz Design

_Building bespoke creative strategies and executions for global brands.

SENIOR CREATIVE DIRECTOR

2017 - 2022

Under Armour, Baltimore, MD

_Led creative vision and storytelling for such campaigns as UCLA Centennial, Notre Dame Shamrock Series and Navy Blue Angels.

_Crafted seasonal strategies that drove design excellence for all team sports categories- uniforms, licensed and retail, that generate \$357M+ annually.

_Identified a new consumer-led initiative for the Female Athlete and drove excellence across product, consumer insight, merchandising and retail.

SENIOR DESIGN MANAGER

2009 - 2017

Under Armour, Baltimore, MD

_Mentored and managed a diverse team of designers who handle multiple projects while juggling overlapping product calendars.

_Defined the brand's point of view, aesthetic and narrative for a disruptive new apparel collection, UA Rush, that represents a \$100M+ business.

_Amplified stories for such assets as NBA Combine, NFL Combine, Notre Dame Shamrock Series, and Navy football through close partnership with internal and external cross functionals.

SENIOR DESIGNER, LICENSED

2007 - 2008

Mitchell & Ness, Philadelphia, PA

_Strategically led a new product storytelling approach to celebrate key moments in NBA, NFL, MLB, NHL and NCAA that influenced marketing and sales.

_Coordinated the creative execution of the brand's exclusive uniform release of Michael Jordan jerseys.

CREATIVE LEAD/ OWNER

2005 - 2007

Billionz Design, Philadelphia, PA

_Displayed design expertise with such brands as adidas-Porche, New Era, Sedgwick & Cedar, Hoop Dreams and k1x to build out new product concepts.

APPAREL DESIGNER

2002 - 2005

AND 1 Basketball, Philadelphia, PA

_Responsible for designing authentic basketball apparel and Mixtape Tour uniforms that resonated with the streetball culture and athletes.