

# NICK BILLIRIS

(410) 271-8139 • [billionz.design@gmail.com](mailto:billionz.design@gmail.com) • [www.nick-billiris.com](http://www.nick-billiris.com)

## TOP-PERFORMING SENIOR CREATIVE DIRECTOR

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Design Director • Senior Design Manager • Senior Apparel Director • Creative Lead  
Strategic Branding • Innovative Storytelling • Creative Mentorship • Influencer Relationships  
Drove Creative Vision • Led Design Directions • Cultivated Partnerships • Generated Revenue  
Coordinated Brand Launches • Headed Global Expansion • Collaborated Cross-Functionally

### WORK EXPERIENCE

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**Billionz Design; Baltimore, MD** **Sep 2005 - present**

**Creative Lead, Owner**

- Provided creative direction and designs for global brands, including Adidas-Porsche, New Era, DribbleUp, Sedgwick & Cedar, Hoop Dreams, and k1x.

**Under Armour; Baltimore, MD**

**2009 - 2022**

**Senior Design Director**

**Jan 2017 - Sep 2022**

- Generated \$357M annually across multiple product and merchandising categories by driving the creative vision for all Team Sports designs.
- Partnered with Marketing to develop storytelling and secure co-branded collaborations for Steph Curry's lifestyle and performance apparel brand.

**Senior Design Manager**

**April 2009 - Jan 2017**

- Envisioned an innovative \$100M collection, collaborating with cross-functional experts to execute design intents and achieve all key metrics.
- Mentored an 8-designer team handling multiple categories within a highly dynamic environment.

**Mitchell & Ness; Philadelphia, PA**

**Jan 2007 - Dec 2008**

**Senior Apparel Designer**

- Influenced Marketing and Sales success by improving company product storytelling approaches to better celebrate and maximize key sports moments.
- Executed the Michael Jordan jersey product launch, inclusive of story, design, and packaging.

***Prior Experiences: AND1 Basketball, Apparel Designer***

### EDUCATION

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**Drexel University, Philadelphia, PA**

**2001**

**Bachelor of Science, Design & Merchandising, Minor in Business**

### TECHNOLOGIES

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Adobe Creative Suite, Google Docs, Microsoft Office, Keynote, Miro, Mural