

NILS ELLIS

CREATIVE DIRECTOR - FUTURIST

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PROFILE

I lead with a passion for visual design exploring the intersection of design and technology with an innate curiosity about how it applies to global culture, emerging technology and user experience. I'm a noted collaborator and internally, I build and mentor multi-disciplined creative teams, creating an environment that fosters innovation, connection and collaboration.

I possess strong leadership skills while directing all phases of creative development—from concept through production across various media channels, formats, platforms, products and devices within the music, fashion luxury and tech spaces.

Core to my skill set is the ability to lead, grow and motivate my teams. Actively contributing to a culture of innovation, excellence and accountability by assembling, mentoring, managing and inspiring large international cross-functional teams comprised of diverse profiles and personalities in deadline-driven environments.

WORK EXPERIENCE

Freelance
2019 -
Austin, TX

+

Creative Director

Collaborate with global brands ensuring a consistent vision, culture centric design, and craftsmanship across rapidly developing technologies and consumer touch points. Focused on delivering innovative creative, connected ecosystems, and global campaigns that capitalize on new media innovations.

Moët Hennessy
2022 - 2022
Paris, France

+

Executive Digital Creative Director

Developed and deployed a best-in-class brand galaxy system that scales to power every touch point of the organization. The design system enables universal brand alignment, while allowing for shifts to reflect changing priorities. Modularity of ever evolving components can be added and removed from the system as needed. This flexibility ensures that Moët Hennessy's brand values are recognizable in any aesthetic framework, and guarantees a cohesive user experience.

Øpus Intelligence
2022 - 2022
Paris, France

+

Digital Creative Director

ØPUS Intelligence is a powerful data driven software platform for brands, artists, athletes and influencers. Lead the creative team tasked with interpreting large amounts of complex, multi-dimensional big data into visually beautiful, interactive, insightful accessible, and valuable products. A few notable clients include Eminem, Drake, Lil Baby, Lil Yaughty, Samsung, Fortnite and Epic Games.

Ledger
2021- 2022
Paris, France

+

Director of Special Operations

Created innovative brand, artists, and designer collaborations that developed credible engagement and the ability to co-create content, generate experiences and inspiration far beyond a commercial convenience. Ultimately boosting Ledger into an unexpected lifestyle brand that continues to educate, engage audiences, drive PR and grow social currency. From high-profile fashion houses and iconic artists including Dior, Rimowa, RTFK and PAK to name a few.

Led the creation and product design of NFT chain-to-frame solutions in close collaboration with Ledgers world class engineering team.

Øpus United
2020 - 2021
Los Angeles, CA

+

Executive Digital Creative Director

Worked closely with brands and talents unique identities to increase brand momentum and hype for both the parties.

Led a diverse group of creative individuals responsible for ensuring creative excellence, developing client relations, leading pitches and mentoring individuals within the creative department. Provided daily executive-level counsel and collaboration, which was key to client success and retention.

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EDUCATION

Graphic Design

Academy of Art University
San Francisco
1997 - 2000

REFERENCES

IAN ROGERS

Ledger (Chief Experience Officer)
Paris France

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THERESA AUSTIN

LVMH (Global Consumer
Engagement Director at Moët
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DAVID AIRAUDI

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WORK EXPERIENCE

LVMH

2017 - 2020
Paris, Shanghai,
London, Athens

+ Global Digital Creative Director

Built and managed an international team of cross-functional creatives and developers. Led the creative vision and strategy for LVMH's maisons to unlock business potential and build brand value with a digital vision of the future of retail and fashion luxury.

This included external and internal products for LVMH and its maisons including clienteling products, AR, MR, VR, AI initiatives and high fidelity 3D motion graphics campaigns. One of my main roles as futurist was strategizing with maisons how to leverage existing and early adoption of emerging technologies. Notable maison include: Rimowa, Louis Vuitton, Berluti, Fendi, Celine, Mark Jacobs, Chaumet, Repossi, Tag Huer, Hublot, Christian Dior, Givenchy and Bulgari.

Beats by Dre

2016 - 2017
Culver City, CA

+ Creative Director

Managed and guided a team of creatives and developers to integrate Topspins direct-to-fan platform into Beats Music (Now Apple Music). Guided the team and owned the process while strategically pushing the creative integrity of all deliverables.

Versus Creative

2015-2016
Los Angeles, CA

+ Creative Director

Versus Creative is an entertainment strategy firm with specialization in digital platforms, culture marketing, strategic partnerships, web design and development. Clients include Run the Jewels, Beastie Boys, LCD Sound System, Vampire Weekend, Coachella, Golden Voice, Alicia Keys and Paul McCartney.

Topspin Media

2012-2015
Los Angeles, CA

+ Creative Director

Direct-to-fan sales and marketing platform chosen by artists, brands and creative professionals to promote and sell music, films, merchandise, tickets and more. Was at the forefront of creating a culture obsessed conceptual, beautifully crafted and innovation-first approach. A few notable clients include Kanye West, Soundgarden, Beyoncé, Jay-Z, Beats by Dre, Pink Floyd, Paul McCartney, Metallica, Run the Jewels, The Pixies, David Byrne and Eminem.

AMD

2006-2012
Los Angeles, CA

+ Digital Creative Director

Led the creative ideation and execution of global marketing strategies and campaigns in partnership with video game and software developers for AMD-Powered Gaming Solutions. Built world-class creative and brand narrative at scale, which included concepting, designing, agency hiring and management. Managed a global team of multidisciplinary designers for performance management and development.