

Adrian Nyman

Chief Design & Brand Officer | Creative Strategist | Product Innovator

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PROFESSIONAL SUMMARY

Visionary design and brand leader with over 20 years of experience building and scaling some of the world's most progressive brands, including Nike, Allbirds, Levi's, and Arrival. Known for combining creativity with strategic clarity to shape culture-defining work, I specialize in translating brand values into experiences, products, and stories that resonate globally. My leadership spans product design, brand strategy, creative direction, and multi-channel marketing—always rooted in the belief that brands have the power to make a positive cultural and environmental impact.

Throughout my career, I have:

- Transformed brand narratives into business growth, scaling multi-billion-dollar product franchises.
- Built and led global teams of 200+ creatives, designers, and marketers.
- Delivered award-winning campaigns and retail concepts that fuse physical and digital.
- Defined modern frameworks for sustainability, innovation, and consumer storytelling.

Currently serving as **Chief Design Officer at Allbirds**, I am driving a full-scale design reset—elevating product architecture, seasonal storytelling, and creative campaigns to reinforce Allbirds as the leader in sustainable, design-driven footwear.

CORE COMPETENCIES

- **Brand Vision & Strategy** – Defining and aligning company-wide direction around a unifying north star.
- **Product & Experience Design** – Design innovation across footwear, apparel, and consumer experience.
- **Creative Leadership** – Building, empowering, and scaling diverse high-performing global teams.
- **Retail & Digital Ecosystems** – Creating integrated experiences across e-commerce, flagship retail, and social platforms.
- **Cultural Storytelling** – Developing campaigns and collaborations that connect brands to communities worldwide.
- **Sustainability & Innovation** – Embedding future-forward methods of make and environmental responsibility into design systems.

PROFESSIONAL EXPERIENCE



ALLBIRDS

Sustainable footwear Company

Chief Design Officer

2024 – Present / San Francisco, CA

Leading the creative and design organization across product, brand, and retail experiences. Responsible for evolving Allbirds' creative identity while building a consumer-first seasonal architecture.

- Spearheading a **Design Reset initiative** to unify brand storytelling with premium, purpose-built product design.
- Developed and launched multiple creative directions aligning seasonal concepts with consumer insight and sustainability.
- Established long-term product pipelines for **Spring 2026 – Spring 2027**, driving efficiency and innovation across footwear collections.
- Partnered with cross-functional leaders to reposition Allbirds with key retailers (Nordstrom, REI, Dick's).
- Elevated design ethos to balance **bold simplicity** with premium materiality, including **Terralux bio-based leather, regenerative wool, and Tree Knit technologies**.



ARRIVAL

Electric Vehicles Company

Chief Brand Officer

2021 – 2023 / London, UK

Built Arrival's brand from the ground up, defining the vision, mission, and positioning for one of the world's most disruptive electric vehicle companies.

- **IPO Launch:** Helped lead IPO debut with \$8B valuation and \$2B raised in capital.
- Defined **brand north star** and aligned all functions to a singular storytelling framework.
- Oversaw global marketing and creative teams, scaling brand awareness through cross-channel activations.
- Launched **Arrival Van** innovation storytelling, establishing Arrival as a future-forward mobility brand.



NIKE – Multiple Leadership Roles

2008 – 2021 | Portland, OR

VP, Global Brand Creative Director – Nike Direct / Retail & Experience Design (2018 – 2021)

- Reset Nike's retail concepts (Flagship to Factory globally), igniting growth across major global cities. Global and Geo team of 200+ designers
- Delivered fully integrated seasonal retail campaigns, harmonizing storytelling across channels.
- Case Study: *Nike House of Innovation* – flagship concept redefining physical-digital brand experience.

VP, Global Creative Director – Nike Sportswear / Product Design (2015 – 2018)

- Double digit growth in Nike largest business unit , aligning footwear, apparel, and graphics under one vision of consumer led concepts.
- Revitalized **Air Max franchise** with Air Max 270, Nike's #1 shoe at launch, energizing a \$2B business.
- Drove Nike deeper into streetwear culture, defining sneaker culture as a multi-billion-dollar lifestyle platform.

Senior Concept Director – Nike Sportswear / Product Design (2012 – 2015)

- Developed **Tech Pack**, creating a \$500M fleece business and redefining Nike's approach to apparel concepts.
- Revived **Air Force 1**, stabilizing and growing a \$2B footwear franchise.
- Oversaw integrated seasonal concept direction across footwear, apparel, and brand storytelling.

Senior Creative Director, Retail & Experience Design (2010 – 2012)

- Built Nike's first dedicated **DTC Retail Function**.
- Launched the **Field House Concept**, transitioning Nike from wholesale-led to consumer-direct growth (double-digit gains).
- Reset consumer journeys to integrate digital-first retail experiences.

SVP Marketing & Brand - Hurley / Nike-owned Surf Brand (2008– 2010)

- Defined brand strategy, creative direction, and global marketing roadmap across surf, and lifestyle segments.
- Doubled attendance at **US Open of Surfing** to 1.2M attendees.
- Re-energized Hurley's tee shirt business with The Hurley Printing Press concept, increasing t-shirt sales by 30%.
- Led and developed a multi-brand Action sports retail concept with Hurley, Nike and Converse.

PROFESSIONAL EXPERIENCE



LEVI'S

DIV11 / Licensor of Levis – *ECD / Founder (2004 - 2008)*

- Founded Div11 a design studio delivering high-concept product collaborations for Levi's.
- Levi's x Andy Warhol collections.
- Levi's x Damien Hirst collections.

EDUCATION



The Wharton School, University of Pennsylvania

- Executive Leadership Program.

PERSONAL

Bay Area native, now based in the Pacific Northwest with my wife Cicely and our two boys, Ever and Wilder. Passionate about Product design, sustainability, and brand storytelling. Outside of work, I spend as much time as possible traveling, cooking, and exploring the outdoors—always seeking new inspiration at the intersection of creativity and curiosity.