





BILLCASS

DESIGN DIRECTOR / MANAGER / ILLUSTRATOR

billcassdesign@gmail.com
206-488-8263
Portfolio
LinkedIn
Website

EXPERIENCE

June 2024 - Oct 2025

Protalus

Design Director responsible for all aspects and deliverables for Footwear. Timeline and Brief development, Ideation, Presentation to clients, Technical Documentation, Advanced Concepts, Color Direction, Direct to Asia Development and Development Travel

Aug 2020 - Aug 2024

Freelance

Protalus, Genesco, Pony, Starter. Energy Equipment. Keen. Makse Sport Apparel. Merrimac, Thrive Health Solutions, Deliverables include Design Direction, Project Management, Product Design, Branding, Graphic Design

Oct 2017 - Aug 2020

Merrell

Design Director/Manager responsible for all aspects and Deliverables for the Technical Category. Timeline and Brief development Ideation, Presentation, Technical Documentation, Advanced Concepts, Color Direction, Direct to Asia Development and Travel

Mar 2015 - Oct 2017

The North Face

Creative Director for both Trail and Lifestyle. Responsibilities include Timeline and Brief development, Ideation, Presentation, Technical Documentation, Advanced Concepts, Color Direction, Multiple Trips to Asia for Development

Jun 2009 - Mar 2015

Freelance

Brooks Advanced Concept Design Consultant (2.5 years) Other clients include Li Ning, Crocs, Keen, Specialized Japan, Taylor Made, International Ballet Bellevue, Evergreen Ballet, FaerieWorlds, SkyDex, City of Langley.

Sept 1995 - Jun 2009

Nike

Design Expert. All Aspects of design from Ideation, presentation, documentation and development. Multiple categories, working with directly with professional athletes.
2007-2009 Nike Kids. Design Expert
2003-2007 Mens Training. Senior Designer
1999-2003 Mens ACG. Senior Designer
1996-1999 Mens Cross Training. Creative Director
1995-1996 Mens Cross Training. Senior Designer

Sept 1994 - Sept 1995

Avia

Senior Designer. Worked on multiple categories from training, aerobics, running, basketball and trail.

Aug 1991 - Sept 1994

Converse

Senior Designer lead for Basketball category.
First experience working directly with Elite Athletes. Tarmax, Run and Slam and NCAA championship shoes

Jan 1988 - July 1991

Keds

Junior Designer. Began as and Intern in college. Hired full time after designing some very successful programs for kids shoes while still in school.

EDUCATION

1985 - 1989

Massachusetts College of Art and Design

Bachelor of Fine Arts in Illustration

1981 - 1985

Apponequet Regional High School

National Honor Society

SKILLS

Workplace

Design
Creative Direction
Management
Mentoring
Teamwork
Communication
Timelines
Calendar
Process Analytics

Technical

Tooling/Molds
Mac
Illustrator
Photoshop
Sketchbook Pro
Romans Cad
Excel
Word
PowerPoint
Color
Sketchup
PatternMaking

Interests

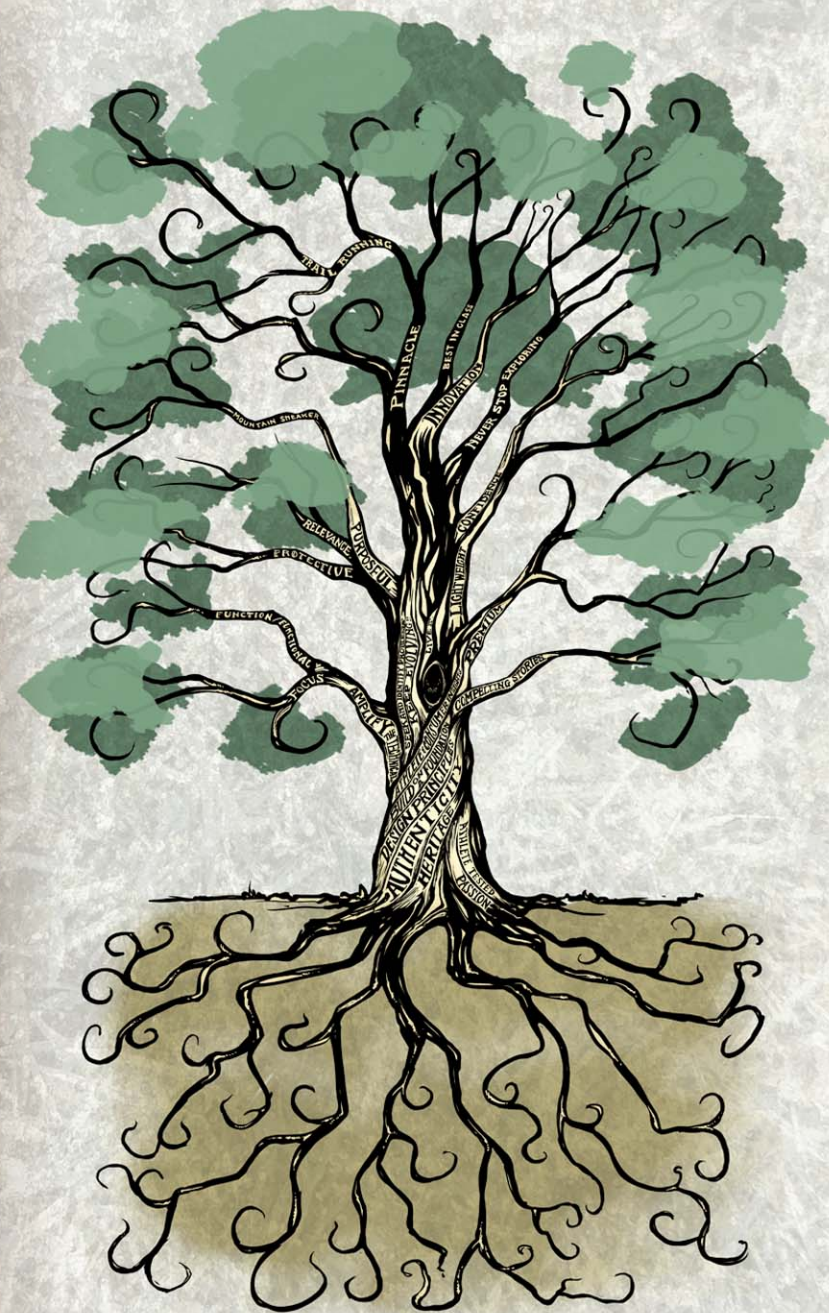
Illustration
Painting
Story Telling
Cycling
Hiking
Camping
XC Skiing
LeatherWork
Maker

Recent Awards

Merrell Thermo Rogue Hiker
2018 ISPO Gold Medal
Gear Junkie "Best in Show"
BackPacker "Editors Choice"

Merrell MQM Ace

Shape Magazine
2019 Best Hiker





"CONVERSE 1908 MAX
US - 10 1/2 - 11 1/2
TOE-SPALL EXCESS
TONGUES!"

I CAME UP WITH NAME & LOGO

**1908
MAX**



MY VERY FIRST CONVERSE
SHOE. MADE THE COVER OF
FOOTWEAR NEWS UNDER THE
HEADING
"CONVERSE IS BACK"

AN ALMA TADEMA
PAINTING INSPIRED
THE CONVERSE
"ACROPOLIS"

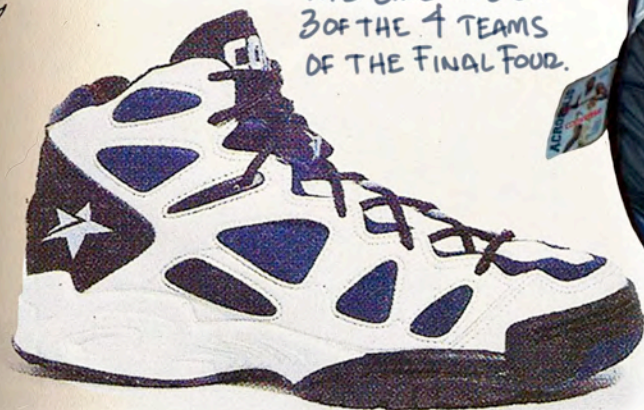


Converse - Lattrell Sprewell

WORN BY ↗



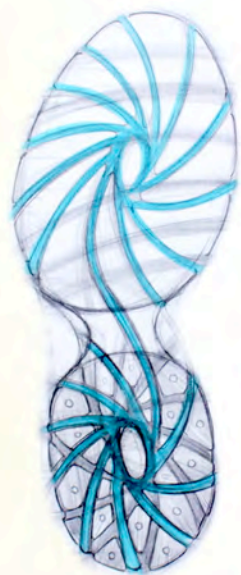
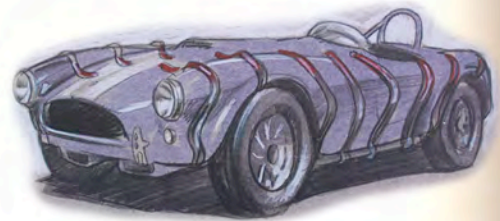
THIS SHOE WAS ON
3 OF THE 4 TEAMS
OF THE FINAL FOUR.



ORIGINAL MEETING SKETCH

- RESILIENT
- FAST
- AGILE
- RESPONSIVE
- LOW/THIN
- EFFICIENT POWER
- LIGHTWEIGHT

ZOOM AIR



ZOOM AIR SEISMIC.
MARK PARKER MOVED THIS
UP A SEASON AFTER
SEEING THE SKETCH

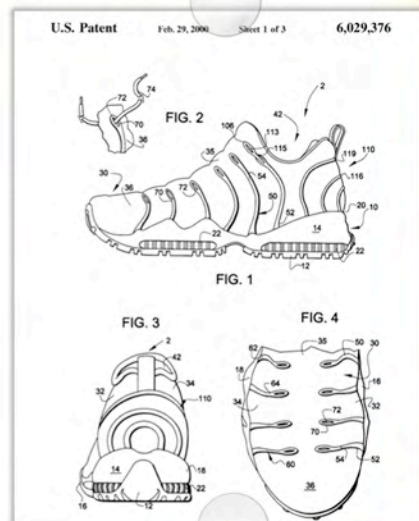


MY FIRST RUN AT COLOR.
THIS SHOE WILL TAKE COLOR WELL





MY FIRST UTILITY PATENT. ↴



台灣、日本限量版NIKE Air Seismic即將登場

99年風雲鞋Air Seismic在出廠後，即造成市場上搶購的風潮。在正品質量完畢之後，甚至引起有不肖業者以進口仿冒品銷售，使不少Air Seismic愛用者受害。2000年所推出的Air Seismic，依舊採取聚卡布與TPVR材料製成鞋身的主要製材。屬於NIKE Alpha Project系列的Air Seismic本來就以提供絕佳的足部包裹性著稱。配合Zoom Air氣墊更讓Air Seismic的功能可以淋漓盡致的發揮。不同以往的NIKE為了符合E世代的消費習慣，此次所推出的台灣、日本限量版的480雙Air Seismic將於網路發售 (02-22222222)。

THIS SHOE DID 1.7M PAIRS. MOSTLY IN JAPAN.



LOTS OF FUN PRESS - MOSTLY IN ASIA

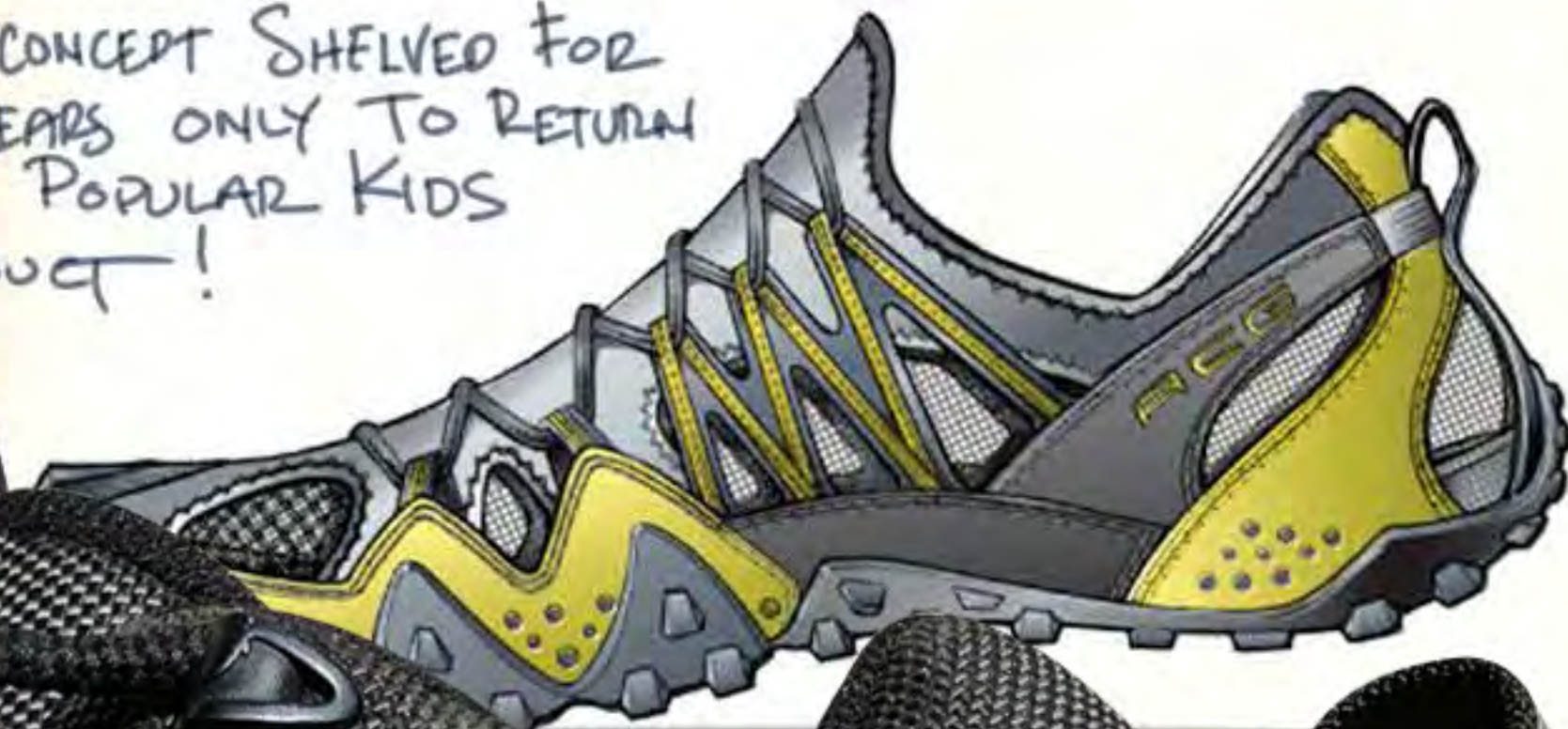


IT EVEN MADE THE COVER OF THE CATALOG.



NIKE ACG · TRYING TO DEFINE/REDEFINE THE CATEGORY

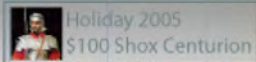
A CONCEPT SHELVED FOR 6 YEARS ONLY TO RETURN AS A POPULAR KIDS PRODUCT!



AFTER SPENDING A DAY OR MORE DESIGNING A NEW "MULTIDIRECTIONAL LUG" I DISCOVERED IT LOOKED EXACTLY LIKE A ROUTER BIT.

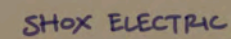
THE CONCEPT I CAME UP WITH PLAYING IN THE SAMPLE ROOM.



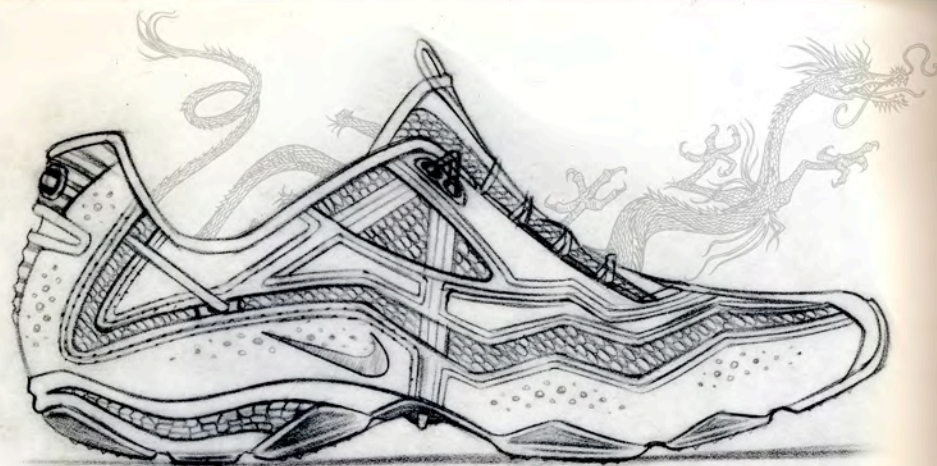


In 340 AD a Roman battalion set up an outpost in Southern England, 2000 years later it was unearthed and buried deep in the English soil were not only beautiful preserved sandals but the only existing examples of Roman handwriting. They were concerned with the same things our modern day Warrior would be. Love, leave, who owes them money and being supplied with the latest and most functional equipment they could get their hands on.

Battle Hardened			
test	QD-10	target weight	12.79 oz
tech	new 4 pillar shoe, laser details		
new	4 pillar shoe w/stability xbrdge, powerplate		
better	medial, lateral and heel/foot stability		
brief	modern day rugby means faster and stronger. Athletes place greater emphasis on aerobic training and specificity, e.g. carry over training a heavy lift followed by a plyometric exercise. deliver on the expectation of great cushioning and fit. Rearfoot stability and forefoot flexibility is the problem to solve.		



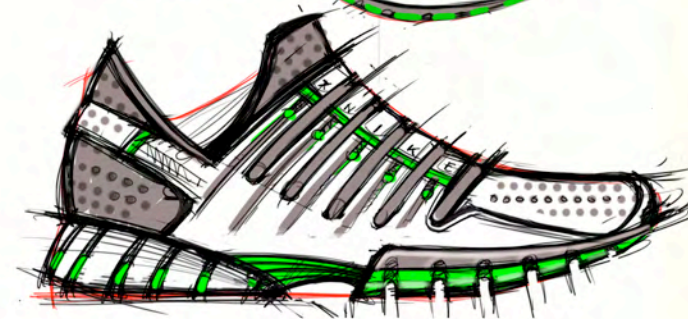
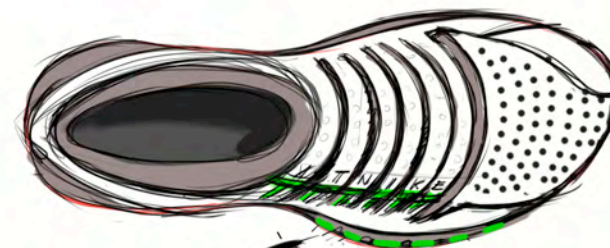
P-51 + SOCAL SPEED RACER = SHOX ELECTRIC



FIRST CONCEPT



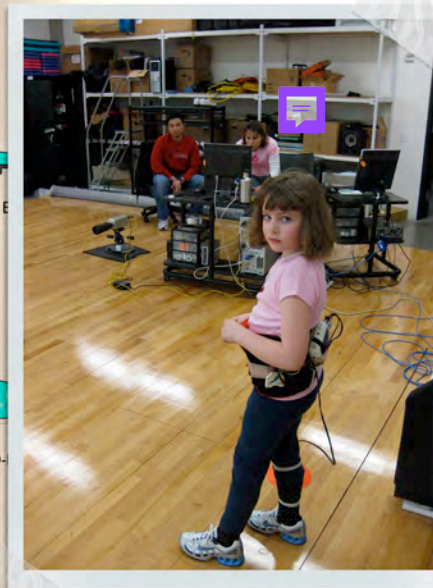
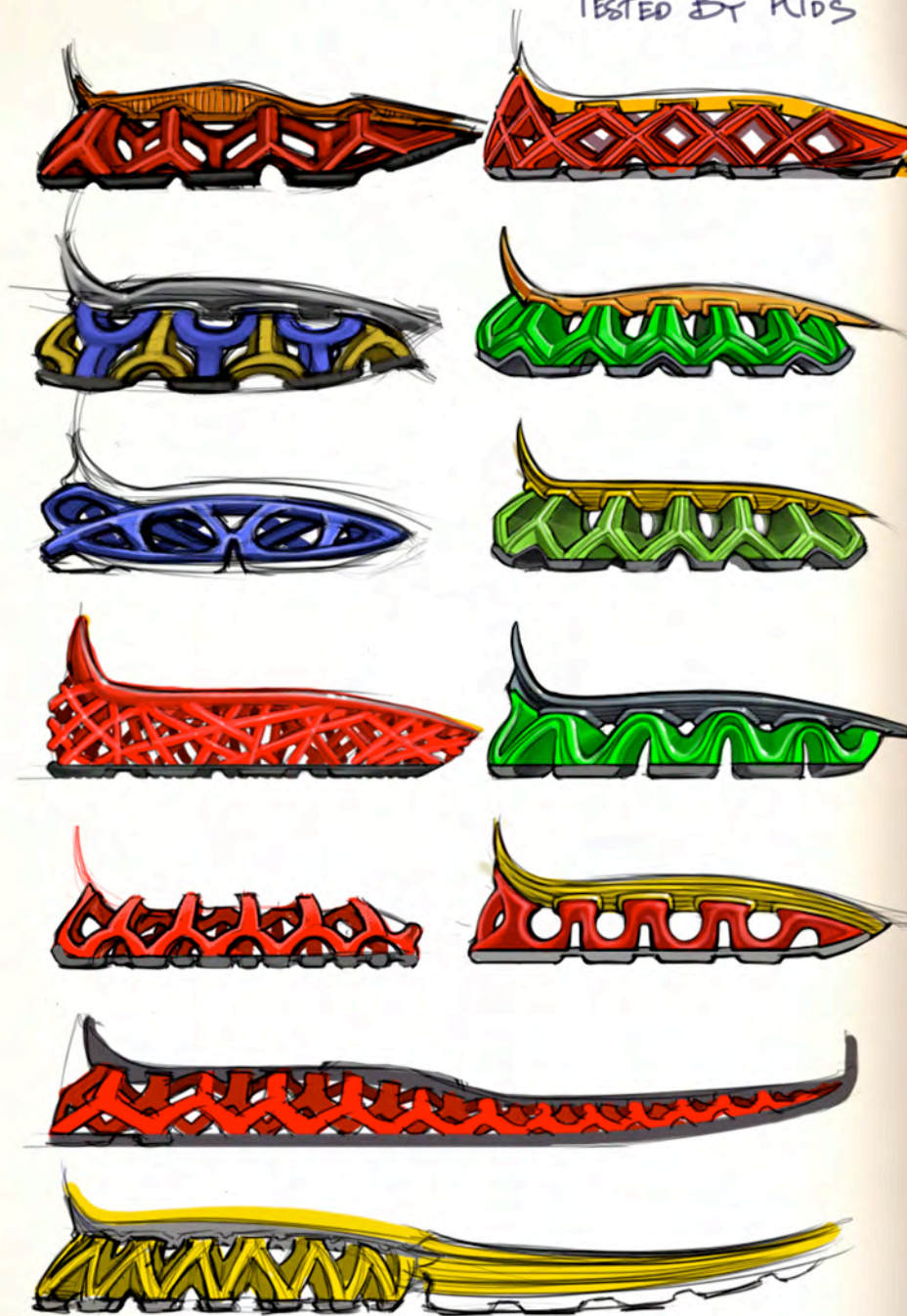
SECOND CONCEPT - LOW PROFILE EUROPE 400K PAIRS



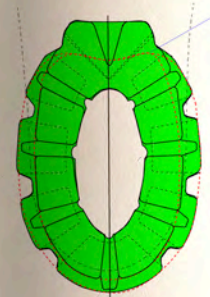
SKETCHES FOR
NEW TRAINER
CONCEPTS.
JUST AS I
STARTED THESE
I MOVED TO NIKE KIDS.
I REQUESTED THE
CHANGE Hoping
I COULD MAKE A
DIFFERENCE.
AT THIS POINT
I HAD BEEN
FRUSTRATED TRYING
TO GET MY YOUNG
KIDS NIKE SHOES THAT
ACTUALLY WORKED AND
WERE BUILT WELL.

45 426 -

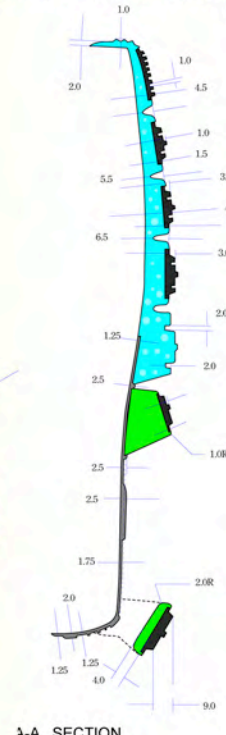
NEW NIKE KIDS IMPAX - DESIGNED FOR KIDS.
TESTED BY KIDS



SIZE 3.5 122Y.



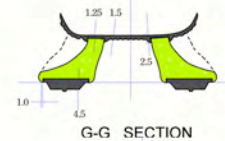
TOP VIEW



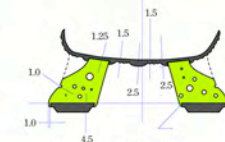
A-A SECTION



LATERAL VIEW



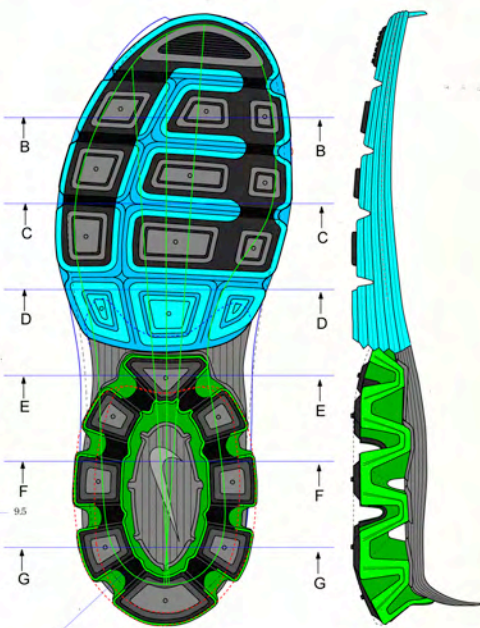
G-G SECTION



F-F SECTION

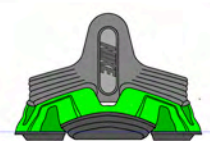


Toe View



BOTTOM VIEW

MEDIAL VIEW

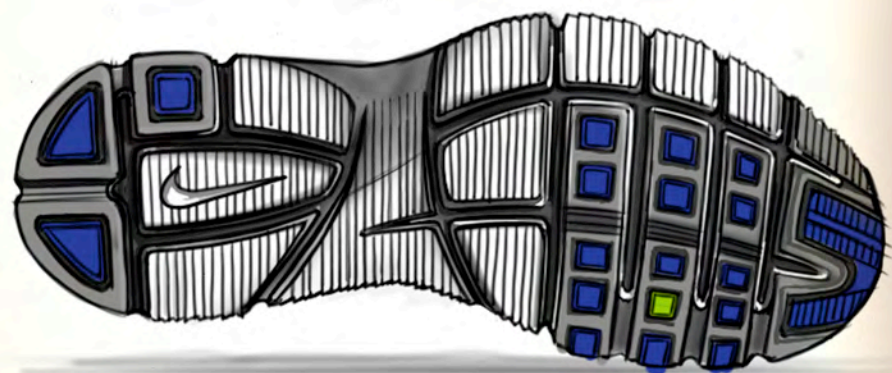


Heel View



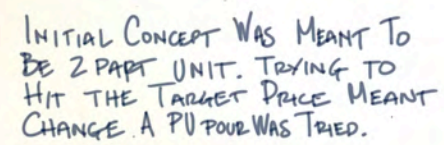
NIKE PLAYGROUND FREE.

MY FIRST 3D PROJECT. OUR TEAM WORKED ON A NEW STRATEGY & TIMELINE TO DEVELOP PRODUCT WITHIN THE SEASON.



MY 3D MODEL DONE IN "SHOEMAKER" SERIOUS LEARNING CURVE. BUT GREAT RESULTS.





MY VERY OWN
"SHOEMAKER"
3D FILE.



MY MODEL GIVEN A BACKGROUND IN MAYA -



BACKGROUND BY BRAD CLARKSON!

SKETCH



HO09 - LOC HOOP (GS BOYS) - \$68
BOYS/BOYS' GRADE SCHOOL/BOYS GRADE SCHOOL BASKETBALL - REGION:
10A PINE GREEN 10A WHITE

ILLUSTRATOR



A KIDS SHOE FOR
"LEAGUE OF CHAMPIONS"
THIS ALSO MEANT DOING
SIZE 15 FOR PAUL PIERCE
THIS MEANT MULTIPLE
MEETINGS WITH PAUL.

3D
MODEL

34



Paul Pierce

What shoes does Paul Pierce wear?



2010 Playoff series versus Miami, Game 4

- Manufacturer: Nike
- Shoes: Air Legacy Paul Pierce
- NBA Season: 2008
- Release Date: October 2008
- Description: Paul Pierce is as serious as his game. The Nike Air Legacy Paul Pierce is a personal design through Nike which he has been wearing since his first seasons. Look for future editions to feature cosmetic changes. His favorite color is green.

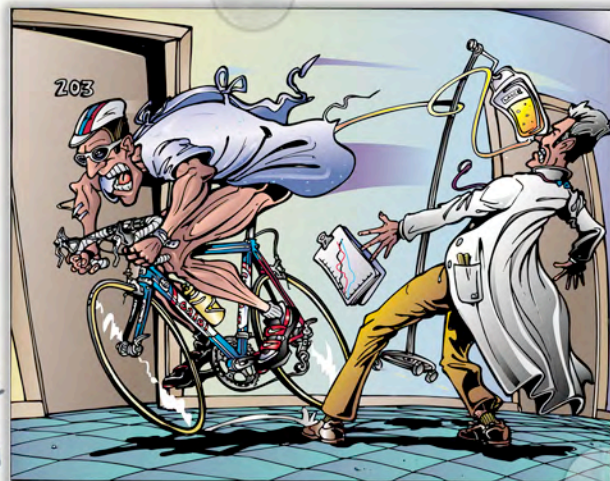




I STARTED BIKE RACING
IN 1981 AND DID SO FOR
OVER 20 SEASONS. I LOVE
ALL THINGS CYCLING.

← 1984 LONGJO CLASSIC
ON MY WAY TO 5TH PLACE.

TEN YEARS
LATER I
MADE A
GETWELL CARD
FOR LANCE
ARMSTRONG.
HE LATER
ASKED TO USE
IT FOR A POSTER
TO START HIS
NEW FOUNDATION



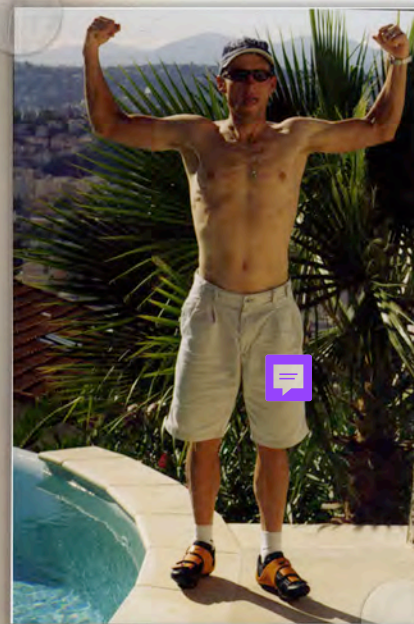
A SKETCH FROM ONE OF THE TEN
POSTERS I WOULD LATER DO.



IN ITALY BRAINSTORMING



MY FIRST PERSON VIEW OF POSTAL
TEAM TRAINING RIDES.



DELIVERING LANCE'S
NEW SHOE TO HIS HOUSE
IN NICE, FRANCE

THIS IS
THE EXACT
SAME
SHOE



5 YEARS OF REFINEMENT



GOING CARBON



FIRST ROUND PROTOTYPES.
I HAVE A GREAT "COLOR STORY"



HAPPY DAYS. (THIN DAYS)

William Cass • Nike Inc • MP-1 • One Powerman Drive • Beaverlton • OR • 97005



MARK CAVENDISH



MY SHOE



ZUCCA
SPRING 2003
MAY 30TH 2003
WILLIAM CASS
MENS 43.5
NIKE CYCLING



FOR A RECORD SETTING DURATION OF ONE WEEK I WAS MADE THE CREATIVE DIRECTOR OF NIKE CYCLING. THEN IT CAME TO LIGHT THAT TREK HAD NO INTENTION OF PAYING FOR DEVELOPMENT'S DESIGN - I WAS REALLY BUMMED.



LANCE 2 DAYS AFTER RECEIVING HIS NEW SHOES.

The Lance Shoe by Nike

More kit linked with the omnipresent Mr. Armstrong. We've featured his helmet, his bike, his clothing, his pedals, and now we've got his shoes. We're holding his kitchen sink over until next month.

Nice shoes, too. Like the clothing, it's Nike who are behind them, and they are claiming to have created "the most technologically advanced cycling shoe ever." It's hard to disagree: carbon, thermoplastic, synthetic leather, aluminum and mesh are used in all the right places to create a lightweight, durable, adjustable, efficient, breathable and comfortable piece of footwear. And like many of the other products he uses, Armstrong had a hand in the design.

The most innovative feature is the thermoplastic "mid-foot cage" which allows for the foot to be held more securely at the heel, an area which has been all but ignored by other shoe manufacturers who have concentrated more on the forefoot. By way of the what-has-almost-become-standard buckle fastening combining with the top strap, the all-in-one thermoplastic piece helps keep your heel anchored to the carbon fiber sole for maximum power transfer, while the two other synthetic leather straps use Velcro to hold the rest of the foot securely. Armstrong's 1993 world championship-winning ride is remembered on one of the straps of the left shoe, while his roots are not forgotten with a Texas flag on the right. His fans will have to wait until around November before they are able to get hold of a pair, although that will mean a bit of time to save up: the Lance Shoe will retail for around US\$280/£175.

Info: www.nikecycling.com





Pic: CorVos/PezCyclingNews

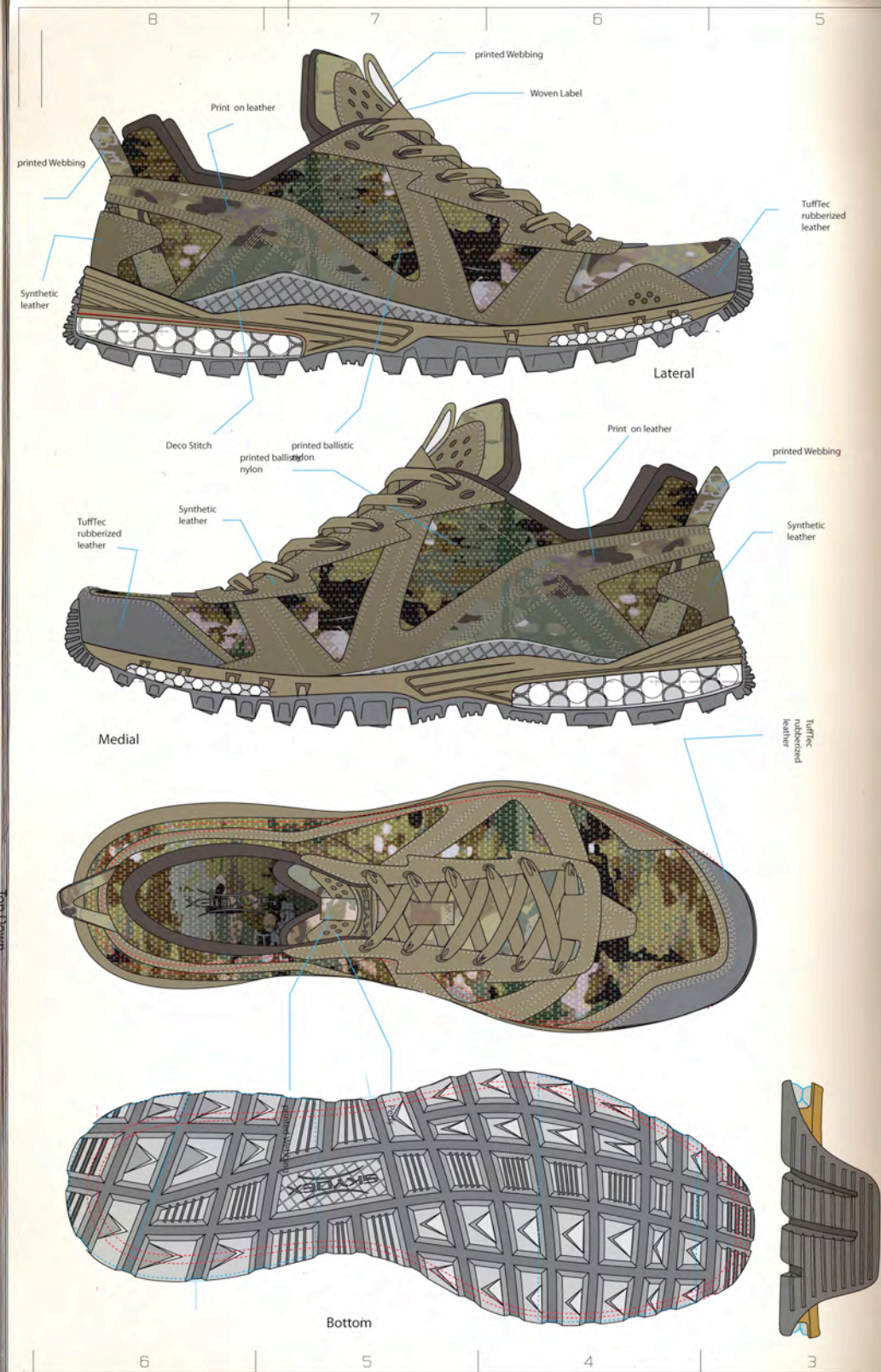
FIRST WIN OF THE SEASON. MY SHOE TOO



I RECREATED NEW ART - FOR THIS PIECE.



SPECIALIZED PRO TEAM CENTERED IN JAPAN



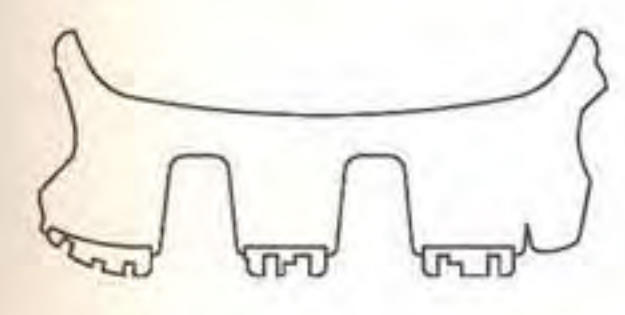
I RECENTLY FOUND OUT THAT THIS SHOE
FINALLY WENT TO MARKET
20,000 PAIRS WENT TO THE IRAQ
NATIONAL GUARD.
60,000 PAIRS TO THE AFGHAN ARMY

designed for		peter foley	
Bill Cass		303.952.8902 direct	
101 First Street		March 12, 2010	
Langley		size 10	
Washington		Mens Battletainer	
98260			
360-221-0322 206-257-9979			
SkyDex cushioning components, Eva midsole			
1 color high abrasion rubber outsole.			

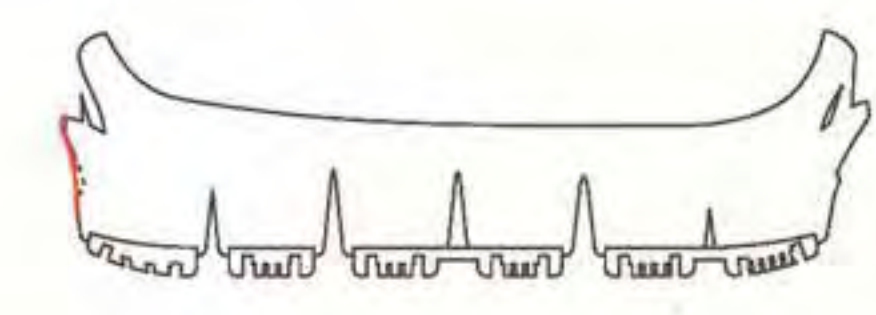


SECTION B-B

SECTION C-C

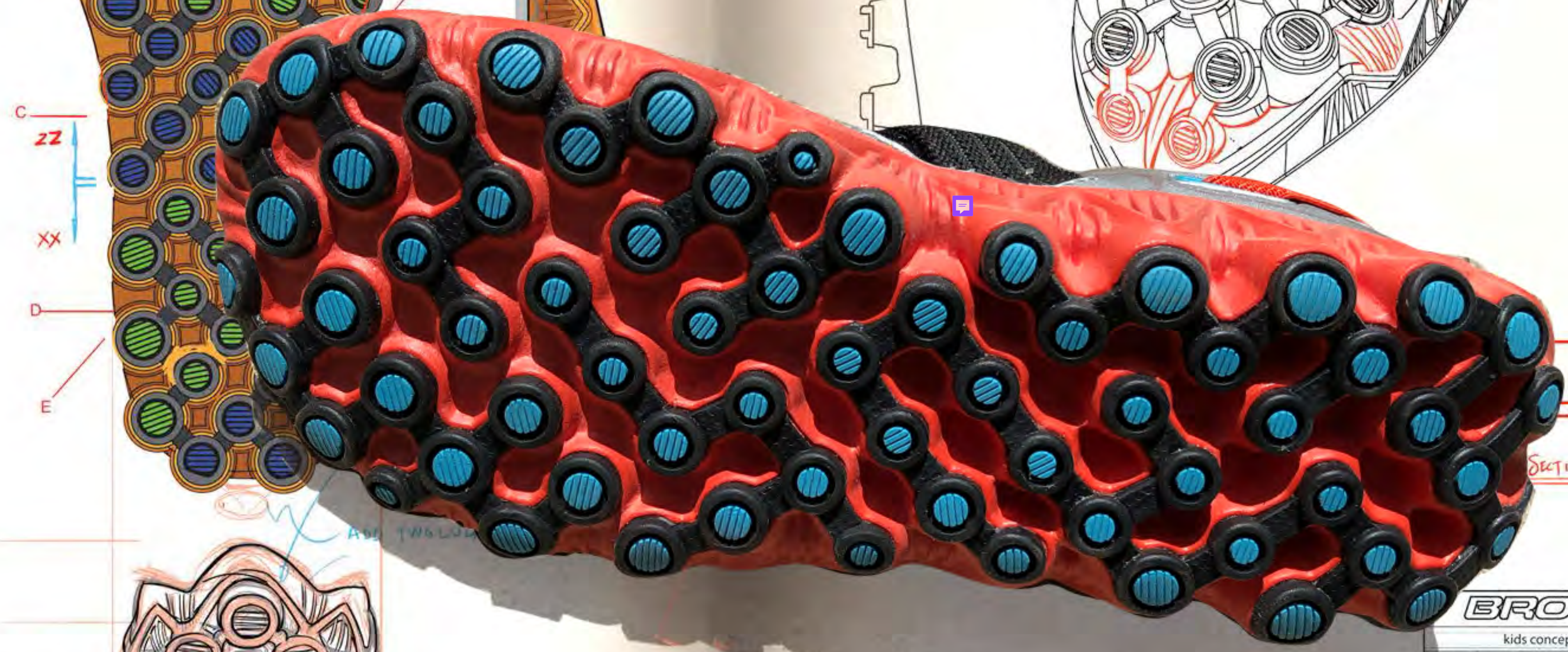
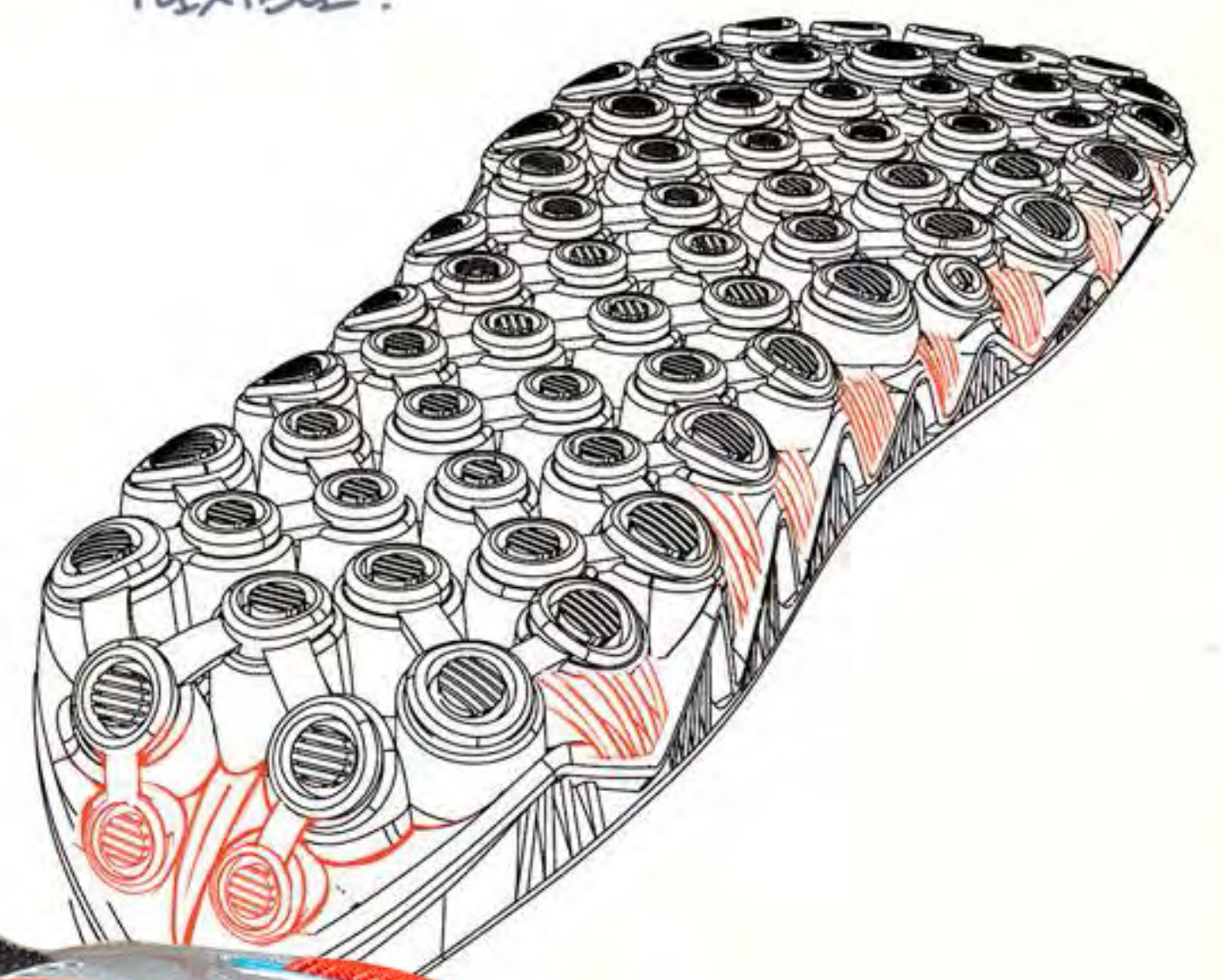
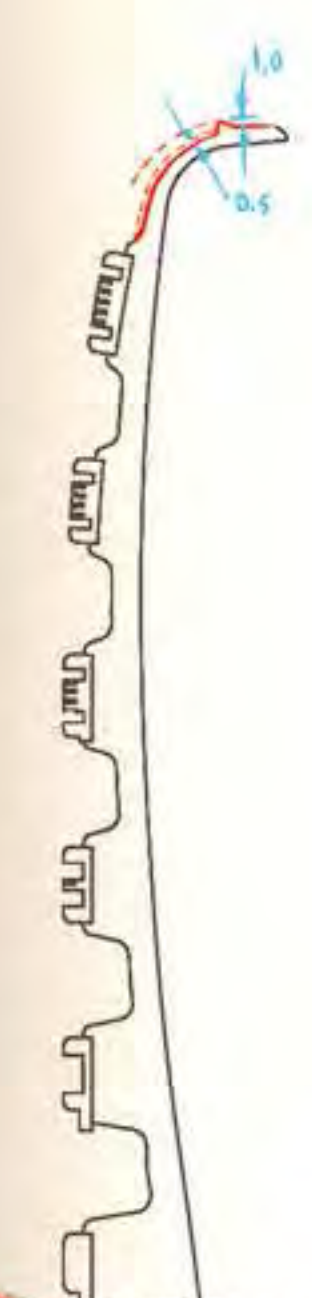
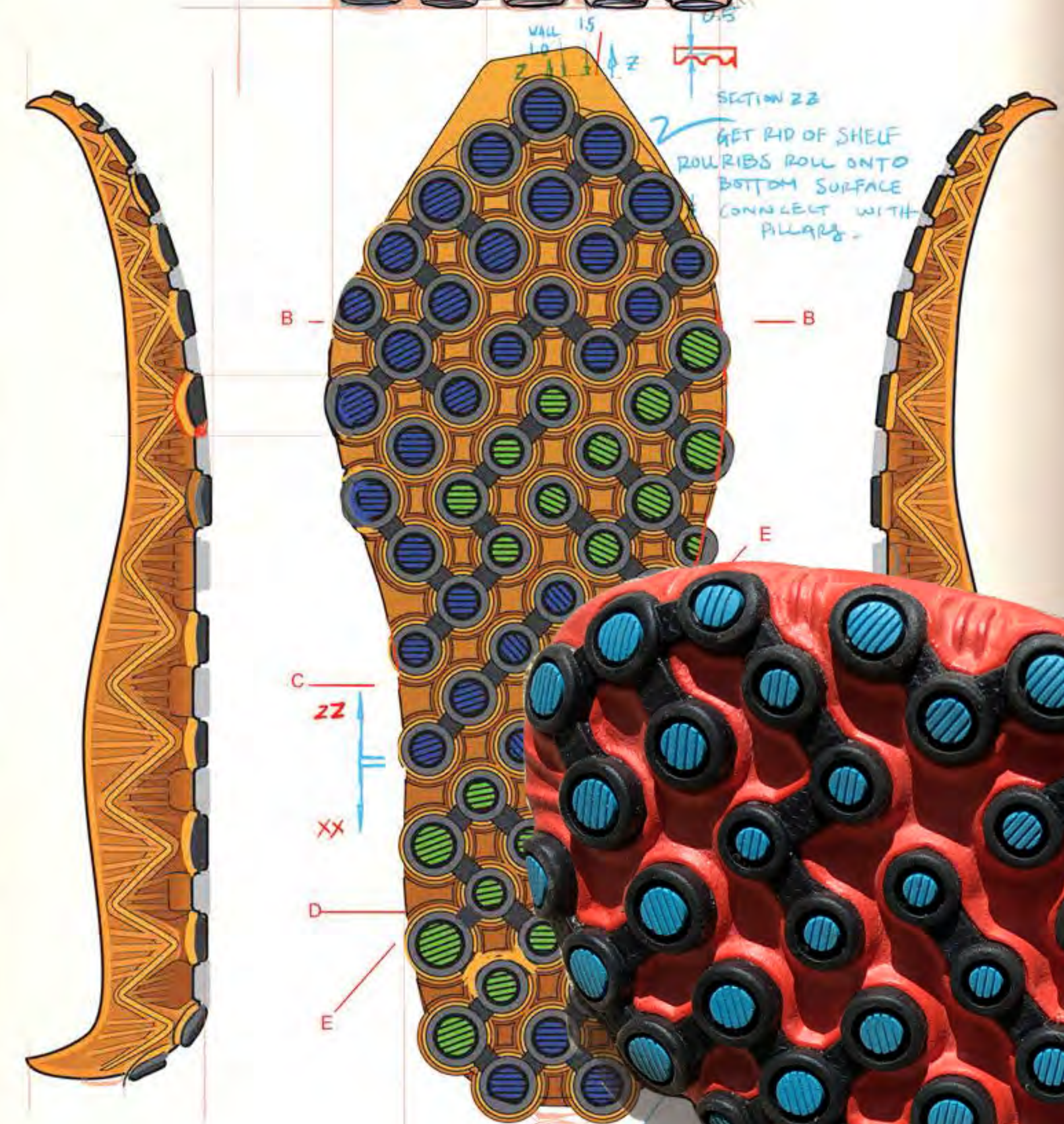


SECTION D-D



SECTION E-E

THIS CONCEPT WAS DEVELOPED TO TEST THE VIABILITY OF DUAL INJECTED EVA. SAMPLES WERE INCREDIBLY LIGHT & FLEXIBLE.



BROOKS		
kids concept B #3		
Date	Feb 6th 2011	heel 64
Designer	Bill Cass	med heel 47
Materials	synthetic/textile	lat heel 44
last	JVI 0995	



A



B

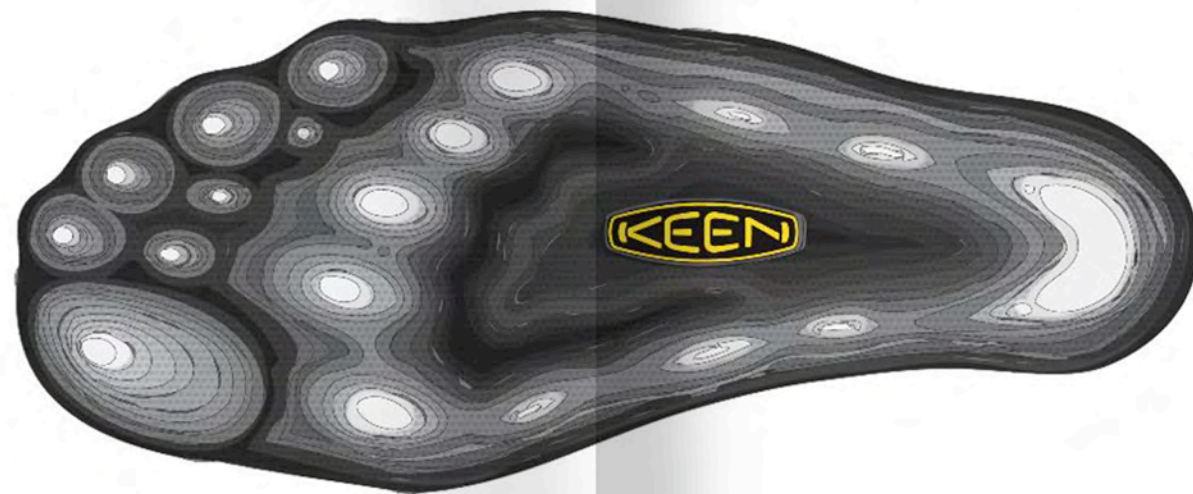
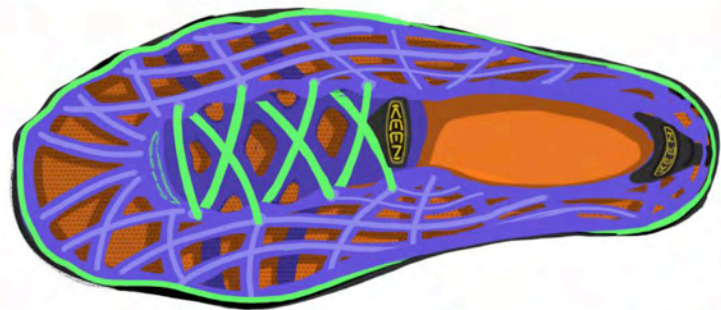


C



D





KEEN


BILL CASS
DESIGN
billcass@whidbey.com
206-257-9979

BACK TO BERKELEY - REJUVENATION

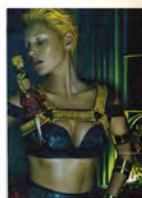


BILL (ME)



EACH DESIGNER
TOOK A PASS A ADDING
SOME HEAT TO A NEW
DESIGN.

PETER



DONNI



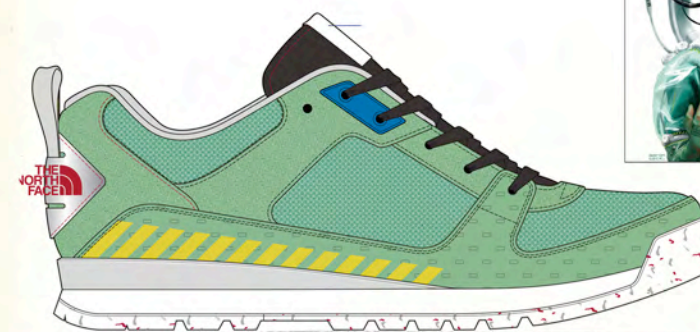
MARK SB



LISA



GABE

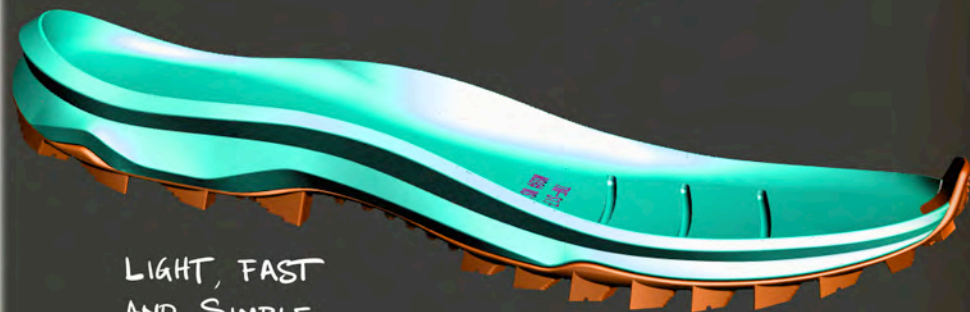
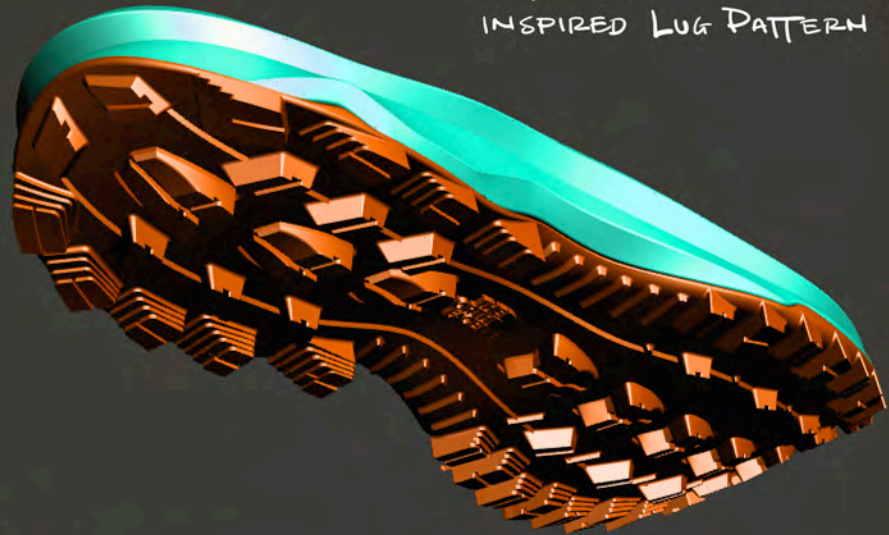


BRANDON



BERT

- MOUNTAIN BIKE TIRE
INSPIRED LUG PATTERN



LIGHT, FAST
AND SIMPLE



MILLENNIAL FOCUSED —
"IF I CAN TELL WHAT YOU
DESIGNED A WIDGET FOR YOU ARE
TRYING TOO HARD!"

Spring 2017 M Litewave Fastpack



Spring 2017 M Litewave Fastpack





THE NORTH FACE
- ULTRA FASTPACK
100K+ PAIRS

FAST, LIGHT, RUNNABLE



STAIRSTEP LUGS
STAY SHARP AS
THEY WEAR
DOWN.



: The Best Backpacking Gear of 2016



Vasque Inhaler II
Mid GTX Hiking
Boot



Garmont Tower
Trek GTX
Mountaineering

The North Face
Ultra Fastpack II
Mid GTX Hiking



Vasque Skywalk
GTX



★★★★★ **Best hiking boots on the market. Hands down.** – July 5, 2016

Kalee – Review provided by [The North Face](#)
July 5, 2016

Pros: Stylish; Ankle Support; Durable; Comfortable; Waterproof; Lifetime Warantee

This product is well made and perfect for easy-difficult hikes. Not good for climbing but work well for scrambling rock to rock. I love these and I especially love that they have a lifetime gaurantee that if sow thing happens, they will be replaced at no expense!

★★★★★ **Great Boots** – June 29, 2016

Jginger42 – Review provided by [The North Face](#)
June 29, 2016

Pros: Stylish; Comfortable; Durable

These boots feel great right out of the box. When looking for a new hiking boot, Gore-tex was a requirement. I spend a week fishing in the Canadian wilderness every year, and Gore-tex is the only system that consistently and reliably keeps water out of my clothes. The vibram sole on these also allows me to be surefooted, even in wet conditions. I am not keen on the green or blue color choices, but I think the grey/yellow and black are pretty good. Overall, these are great boots that are lightweight, comfortable and will keep you dry.

★★★★★ **I was surprised.** – May 31, 2016

Jackyd – Review provided by [The North Face](#)
May 31, 2016

Pros: Comfortable

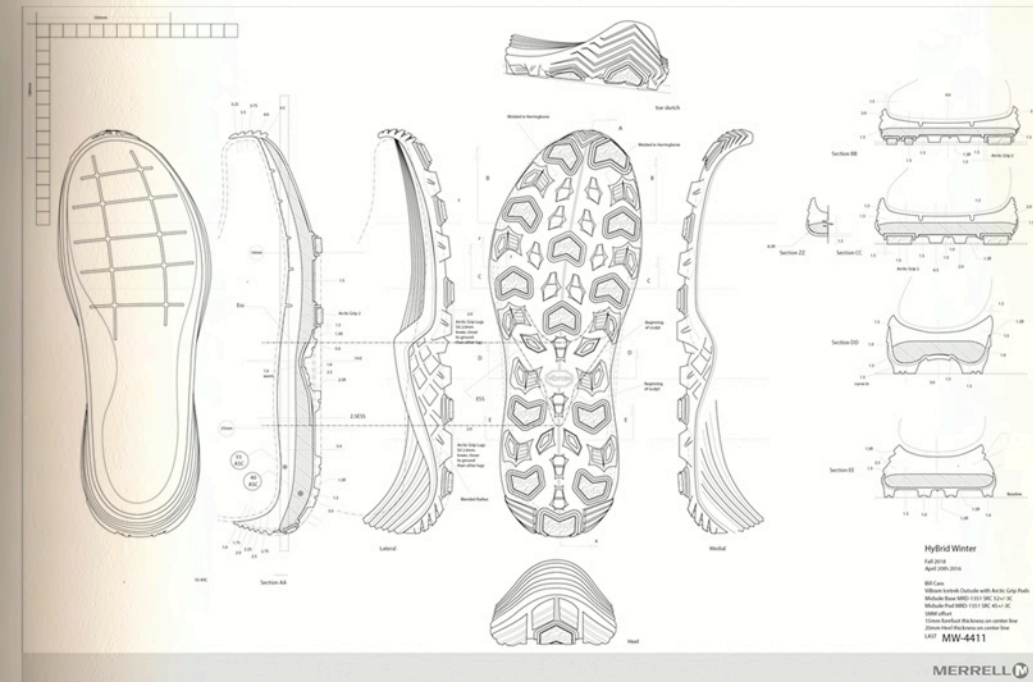
These boots were a shock. I have wide feet and most shoes don't feel comfortable at all. Long wear in process. These feel like I'm wearing slippers. I was blown away at how they fit. They are not tight on my feet at all. I wish I had a blue pair.



GORE TEX -
POLARTECH ALPHA 50 GR. "ACTIVE INSULATION"



CONCEPT SKETCH
FALL 18 - 2013 HYBRID WINTER "ROGUE" 8" GORETEX - ACTIVE INSULATION Bill Cass April 11, 2017 -



Finally, the roll on these boots plus a good amount of cushioning meant that after eight days wearing them constantly I couldn't recommend them highly enough. They were comfortable from day one, I had no hotspots, and gosh they are light (did I mention?). For long walks where snow, ice and wampas will be present, they demand to be considered.

BRIEF #

10.5.17

J17765/J17765W/J17746

FW-COLOR

M


MEN SAMPLE US 9 and W's 7

WORK

Playa

MOAB 2 MAINBASECREW 10M's and W's

FOOTBED



SOLE

LINING

Hui Liang 100415A
no more drama red

BACKSIDE OF WEEDING: 454C

WEEDING: 454C


454C

A: 454C
B: 454C

A=BACKGROUND
B=SPECS


A: 454C
B: 454C

FOOTBED



SOLE

FOOTBED



SOLE

LINING

Hui Liang 100415A
no more drama red

BACKSIDE OF WEEDING: 454C

WEEDING: 454C


454C

A: 454C
B: 454C

A=BACKGROUND
B=SPECS


A: 454C
B: 454C

FOOTBED



SOLE

FOOTBED



SOLE

LINING

Hui Liang 100415A
no more drama red

BACKSIDE OF WEEDING: 454C

WEEDING: 454C


454C

A: 454C
B: 454C

A=BACKGROUND
B=SPECS


A: 454C
B: 454C

FOOTBED



SOLE

FOOTBED



SOLE

LINING

Hui Liang 100415A
no more drama red

BACKSIDE OF WEEDING: 454C

WEEDING: 454C


454C

A: 454C
B: 454C

A=BACKGROUND
B=SPECS


A: 454C
B: 454C

FOOTBED



SOLE

FOOTBED



SOLE

LINING

Hui Liang 100415A
no more drama red

BACKSIDE OF WEEDING: 454C

WEEDING: 454C

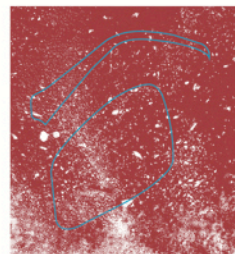
454C

A: 454C
B: 454C

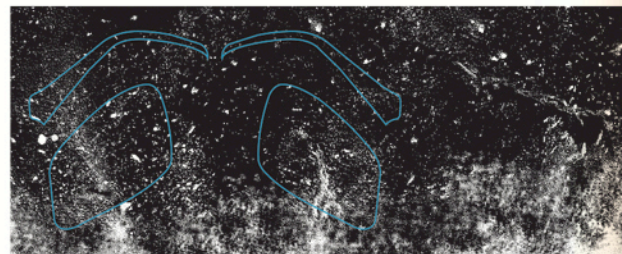
A=BACKGROUND
B=SPECS

A: 454C
B: 454C

FO



RED COLORED SCREENED ONTO MESH
APPROX PLACEMENT FOR RIGHT SHOE LATERAL
COLLAR.



ARTWORK

The collage consists of 12 technical diagrams arranged in a 4x3 grid. The first two columns show armor for a woman, and the third column shows armor for a man. Each row represents a different type of armor or a different view of the same armor.

- Row 1: Building Burning Woman**
 - Diagram 1: Front view of a woman's armor, showing a long, narrow, segmented piece with a central strap.
 - Diagram 2: Side view of a woman's armor, showing a long, narrow, segmented piece with a central strap.
 - Diagram 3: Back view of a woman's armor, showing a long, narrow, segmented piece with a central strap.
- Row 2: Building Burning Man**
 - Diagram 4: Front view of a man's armor, showing a long, narrow, segmented piece with a central strap.
 - Diagram 5: Side view of a man's armor, showing a long, narrow, segmented piece with a central strap.
 - Diagram 6: Back view of a man's armor, showing a long, narrow, segmented piece with a central strap.
- Row 3: Building Burning Man**
 - Diagram 7: Front view of a man's armor, showing a long, narrow, segmented piece with a central strap.
 - Diagram 8: Side view of a man's armor, showing a long, narrow, segmented piece with a central strap.
 - Diagram 9: Back view of a man's armor, showing a long, narrow, segmented piece with a central strap.
- Row 4: Building Burning Man**
 - Diagram 10: Front view of a man's armor, showing a long, narrow, segmented piece with a central strap.
 - Diagram 11: Side view of a man's armor, showing a long, narrow, segmented piece with a central strap.
 - Diagram 12: Back view of a man's armor, showing a long, narrow, segmented piece with a central strap.



MERRELL MQM ACE



LIFESTYLE MATERIALIZATION



2019
SHAPE
SHOE
AWARDS

BEST SELLING MODEL ON THE MERRELL WEBSITE FOR 20 WEEKS+

BOA HIKER WITH FLOATING
HEEL RETENTION STRAP.
VERY STRONG SALES IN AP.





MERRELL WRAITH.
A CASUAL, BAREFOOT
CAPABLE OF TECHNICAL
HIKING.



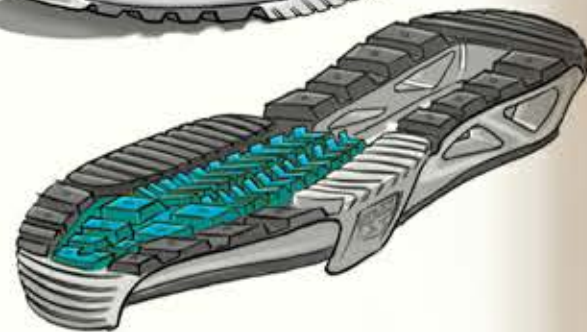
#1 COLOR IN AP.
NO, LEFT AND RIGHT
COLORS DID NOT MATCH.
NO ONE CARED



MERRELL DYALS
REVERSED AND
FUNCTIONAL



1970's



1990's

1980's



RetroFUSION

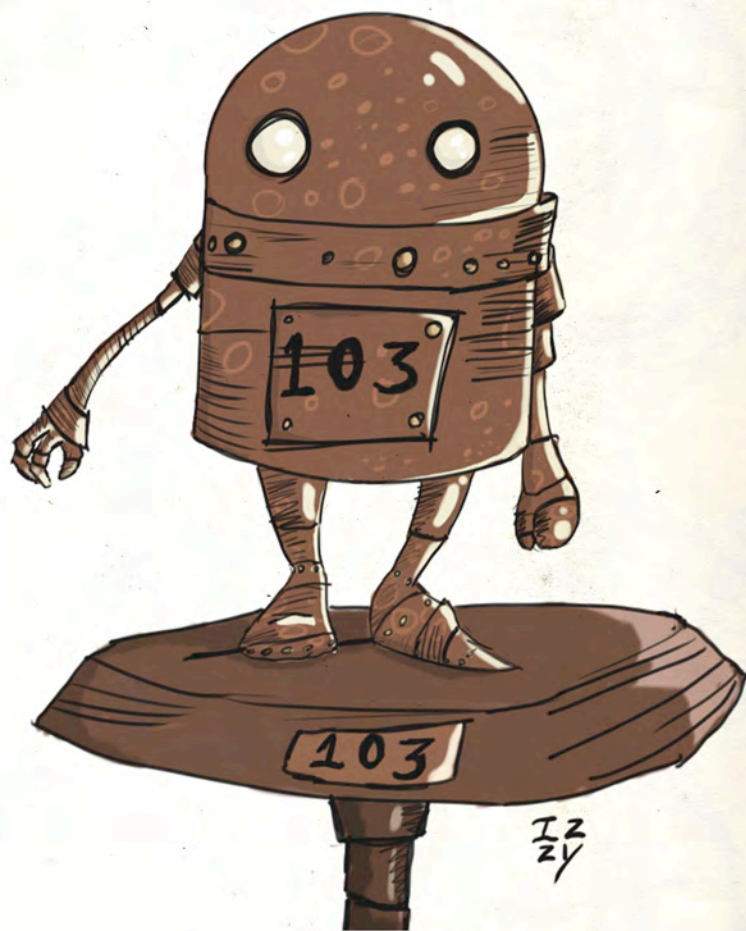
KLIM SNOW MOBILE BOA
CONCEPT DRAWING



MOLDED NYLON CAGE FOR BOA SYSTEM.



NEWARC.AI GENERATED BACKGROUNDS



IZZY

↑
IZZY CASS AGE 10
MY DEAR IZZY - PLEASE DRAW INSIDE
THE SKETCHBOOK → PREFERABLY YOUR OWN!
I LOVE THIS DRAWING THOUGH!

