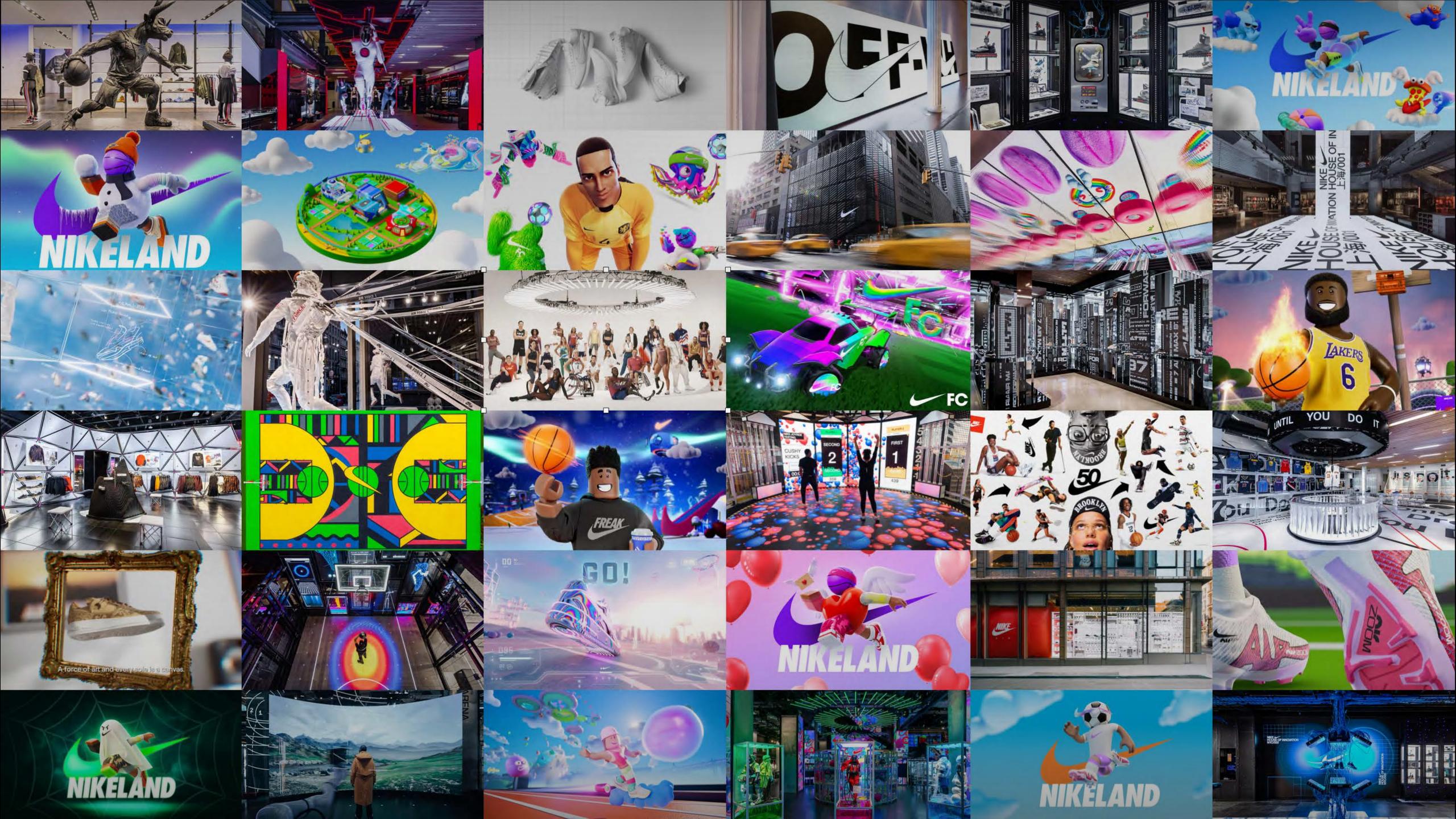
BRYON BANAIA

2025 EXPERIENCE DESIGN IMMERSIVE STORYTELLING



BRYON PANAIA

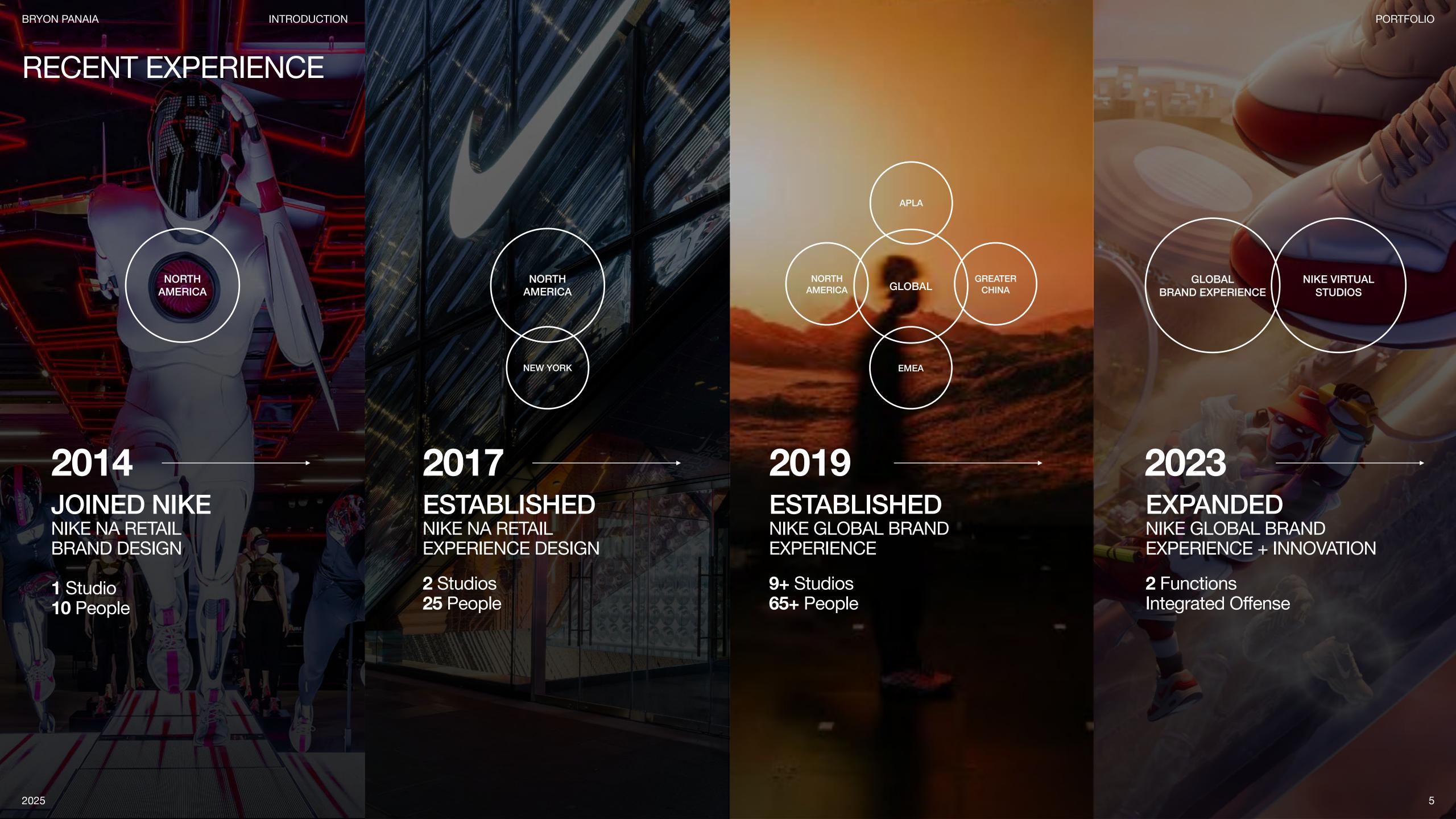
INTRODUCTION

CREATIVE LEADERSHIP +
IMMERSIVE STORYTELLING +
EXPERIENTIAL DESIGN

Currently VP Creative Director of the Nike Global Brand Experience + Innovation Studio, a visionary, multidisciplinary team exploring new frontiers in consumer engagement and brand storytelling across physical and virtual platforms. My creative focus centers on capturing people's imagination and leveraging technology to create the next-generation of storytelling through experiences for Nike.

With over 20 years of diverse personal and professional experience, I am people first leader who develops creative teams and individuals through building a shared vision, a culture of trust, and the knowledge that true innovation requires taking risks. My approach to my work and leadership philosophy is a reflection of my own unique experiences of being a self-taught designer.

PORTFOLIO

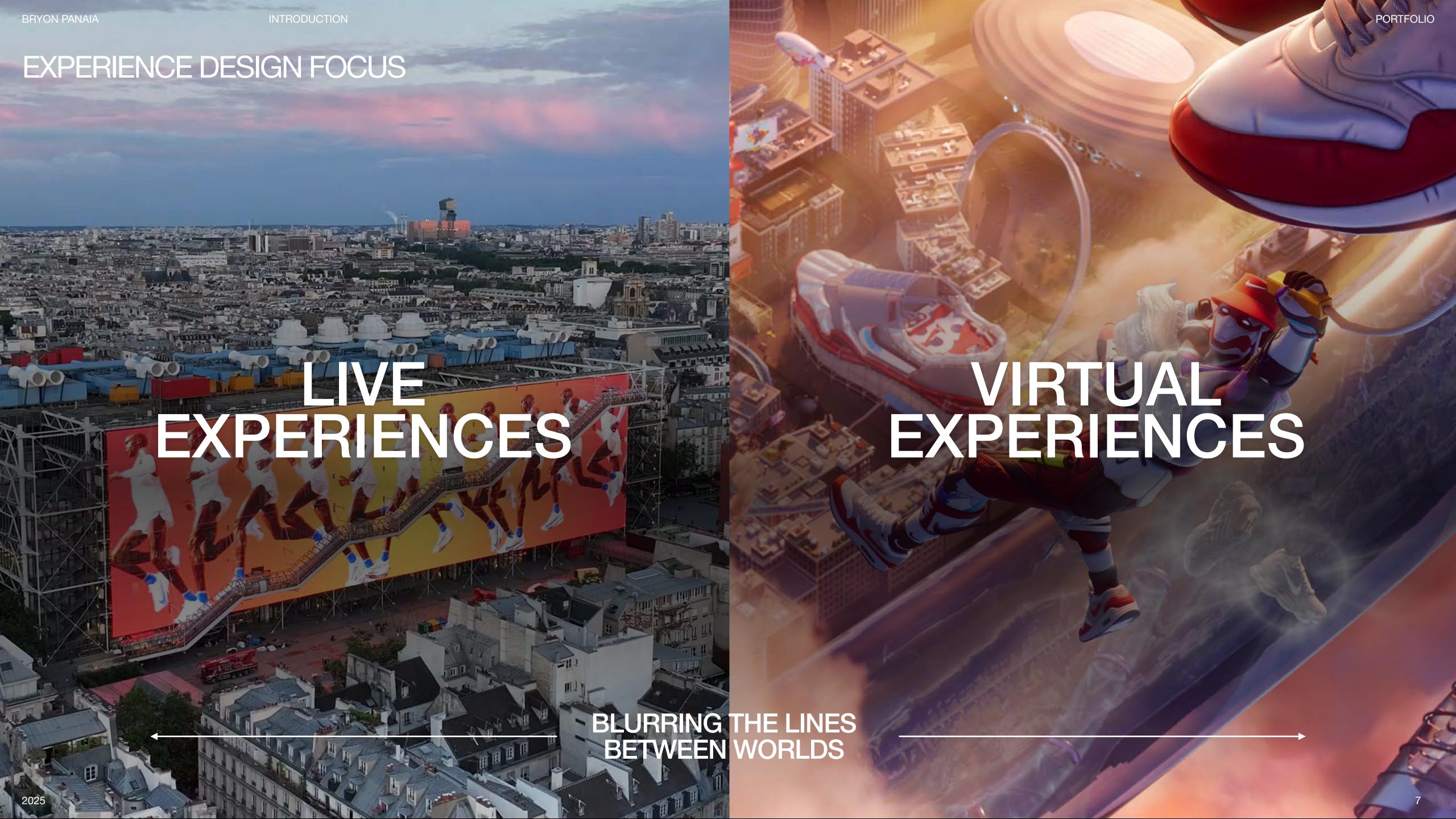


LEADERSHIP APPROACH

DESIGN + CRAFT



TEAM + CULTURE



RECENT PROJECTS



FORTNITE X NIKE - AIRPHORIA

Created in partnership with Epic Games, the design and launch of Nike's first immersive game world built entirely on Nike Air. Over 5 million players experienced Airphoria.



NIKE X FORTNITE - NEW NIKE IP

The design of multiple new Nike IP that have sold millions of units across gaming platforms and represent the next-generation of Nike products.



NIKE X FORTNITE - AIRPHORIA VOL 2

Independent design development of Nike's sequel to Airphoria, which hosted over 500k people in one week as a part of Air Max Day 24'.



NIKE X EAFC 25' - NIKE AIR ZOOM ARENA

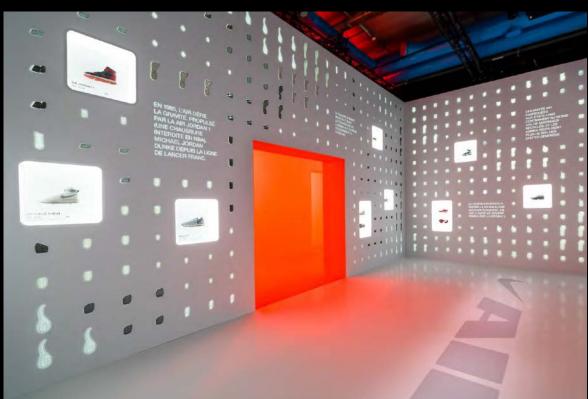
Designed in partnership with EA Sports and inspired by Nike Football Innovation, NAZA houses FC 25's new gameplay mode RUSH and hosted over 500 million games to date.

INNOVATION + NEW MEDIA



'NIKE ON AIR' - INNOVATION SUMMIT

Creative Direction of 'Nike on Air' Innovation Summit, an event in Paris leading up to the Olympics, hosting 30 elite athletes and over 300 media attendees.



ART OF VICTORY - EXHIBITION

Creative Direction of Nike's 'Art of Victory' exhibition at the Centre Pompidou. Visited by more than 20K people in the 3 week span that it was open to the public.



NIKE AU CENTRE POMPIDOU

Creative Leadership across all elements of design and activation work for the Nike au Centre Pompidou takeover during Paris 24' Olympics.

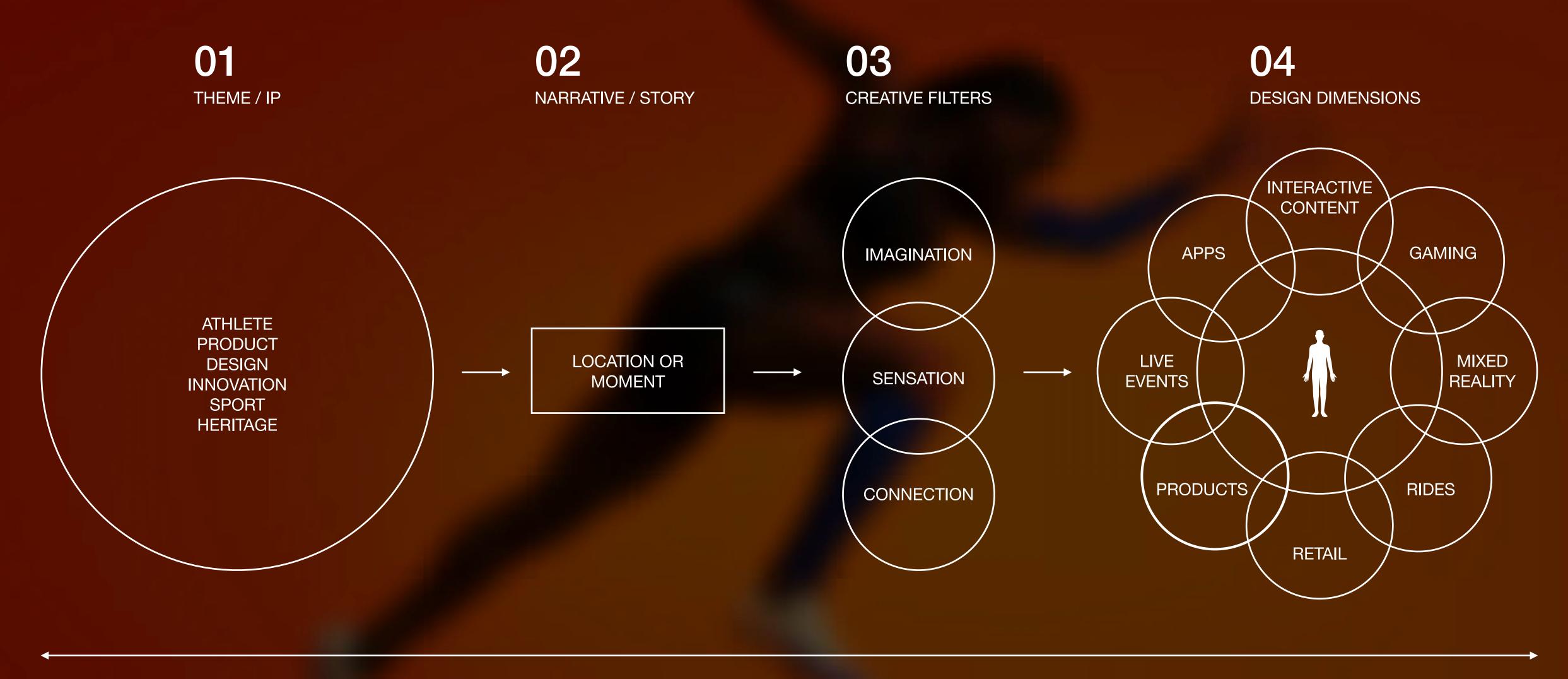


NIKE BREAKING4

Creative Leadership across all elements of design and execution of Breaking4, Faith Kipyegon's attempt to break the 4-minute mile in Paris and Global livestream.

EXPERIENCES + CONTENT

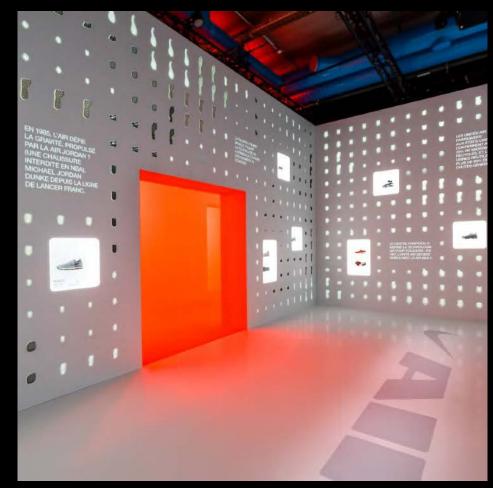
EXPERIENCE DESIGN PROCESS



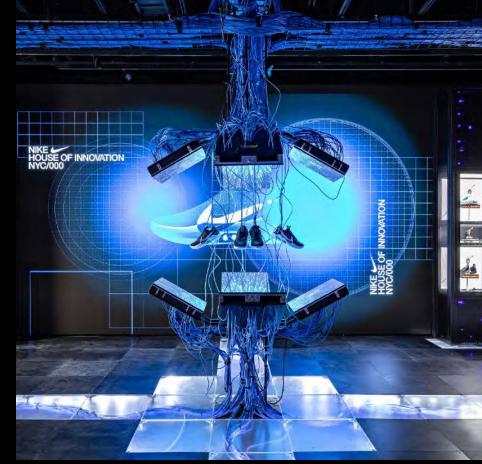
THE STORY AND SENTIMENT

THE EXPERIENCE

EXPERIENCE DESIGN DIMENSIONS







2 RETAIL EXPERIENCES



3 LIVE EXPERIENCES



4 INTERACTIVE CONTENT



5 MIXED REALITY



6 GAMING / VIRTUAL WORLDS



7 NEW IP DESIGN



8 VIRTUAL PRODUCTS



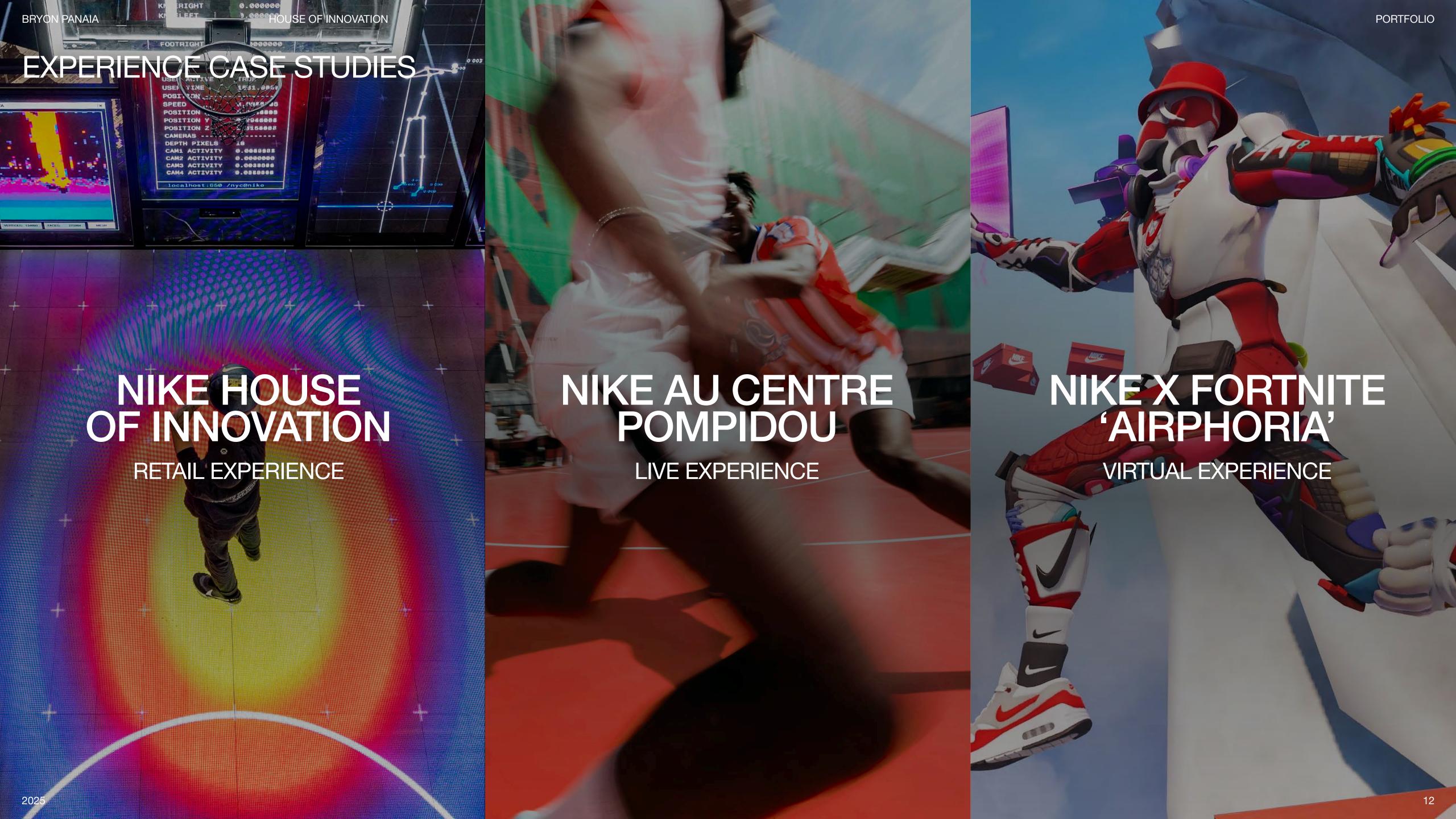
9 DIGITAL CONTENT



10 PHYSICAL PRODUCT

PROJECT CASE STUDIES

EXPERIENCE DESIGN
IMMERSIVE STORYTELLING



HOUSE OF INNOVATION

CONCEPT VISION
CREATIVE DIRECTION
IMMERSIVE STORYTELLING
RETAIL EXPERIENCE
ENVIRONMENT DESIGN

HOUSE OF INNOVATION NYC/000

In 2018 Nike Opened it's first ever Experience led retail concept, House of Innovation. I was part of the Global concept development team for HOI and led the teams responsible for designing and executing the opening and ongoing immersive experiences for the New York store NYC/000.

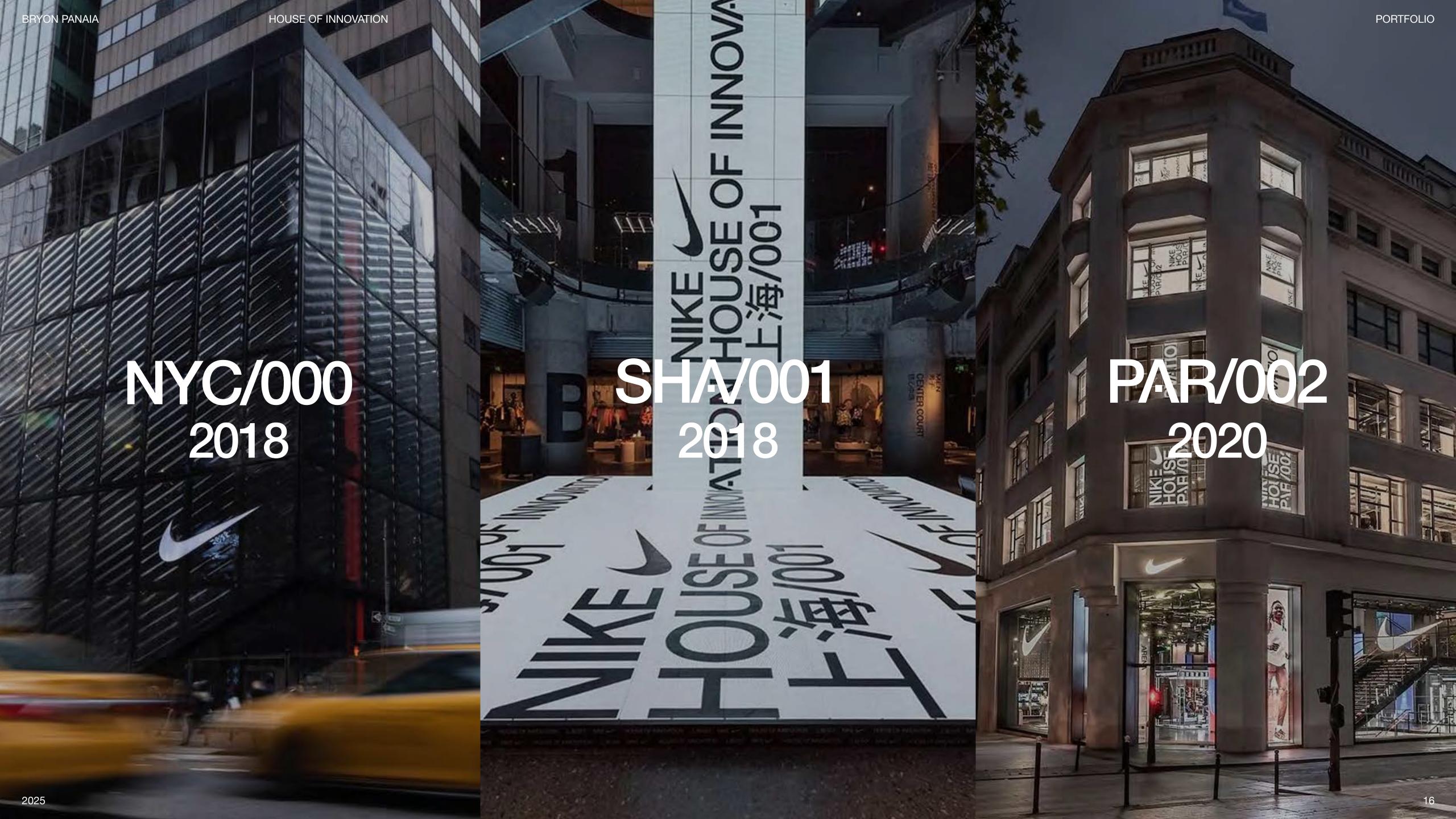


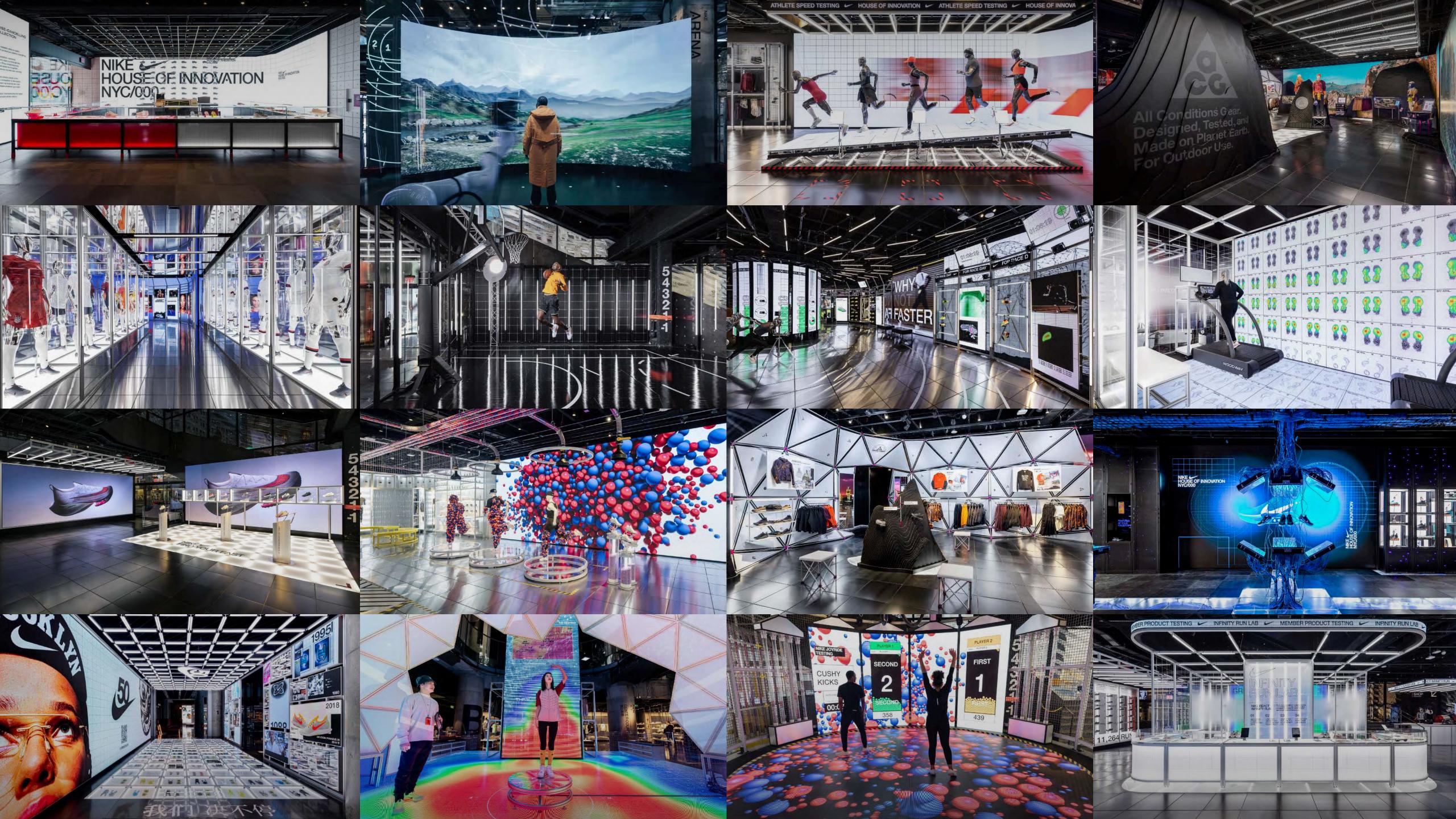
RESPONSIBILITIES

Concept Vision
Creative Direction
Immersive Storytelling
Retail Experience Design
Environment Design









HOUSE OF INNOVATION

NIKE ADAPT BB

CONCEPT VISION
CREATIVE DIRECTION
IMMERSIVE STORYTELLING
RETAIL EXPERIENCE DESIGN
ENVIRONMENT DESIGN
INTERACTIVE CONTENT DESIGN

THE STORY

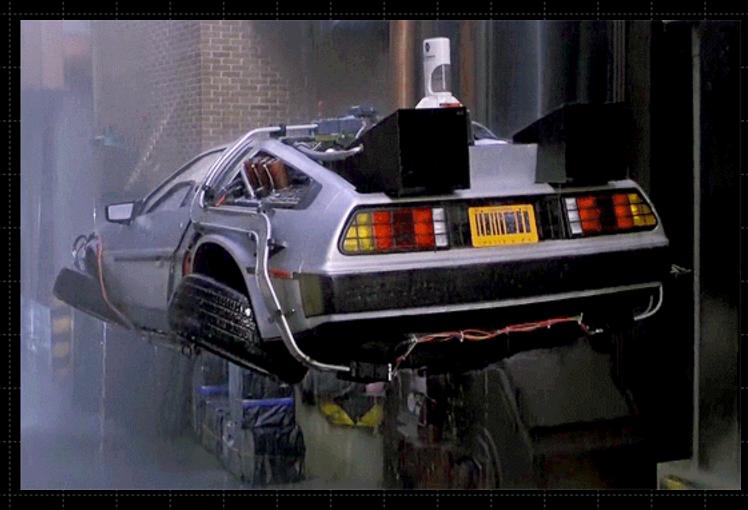
















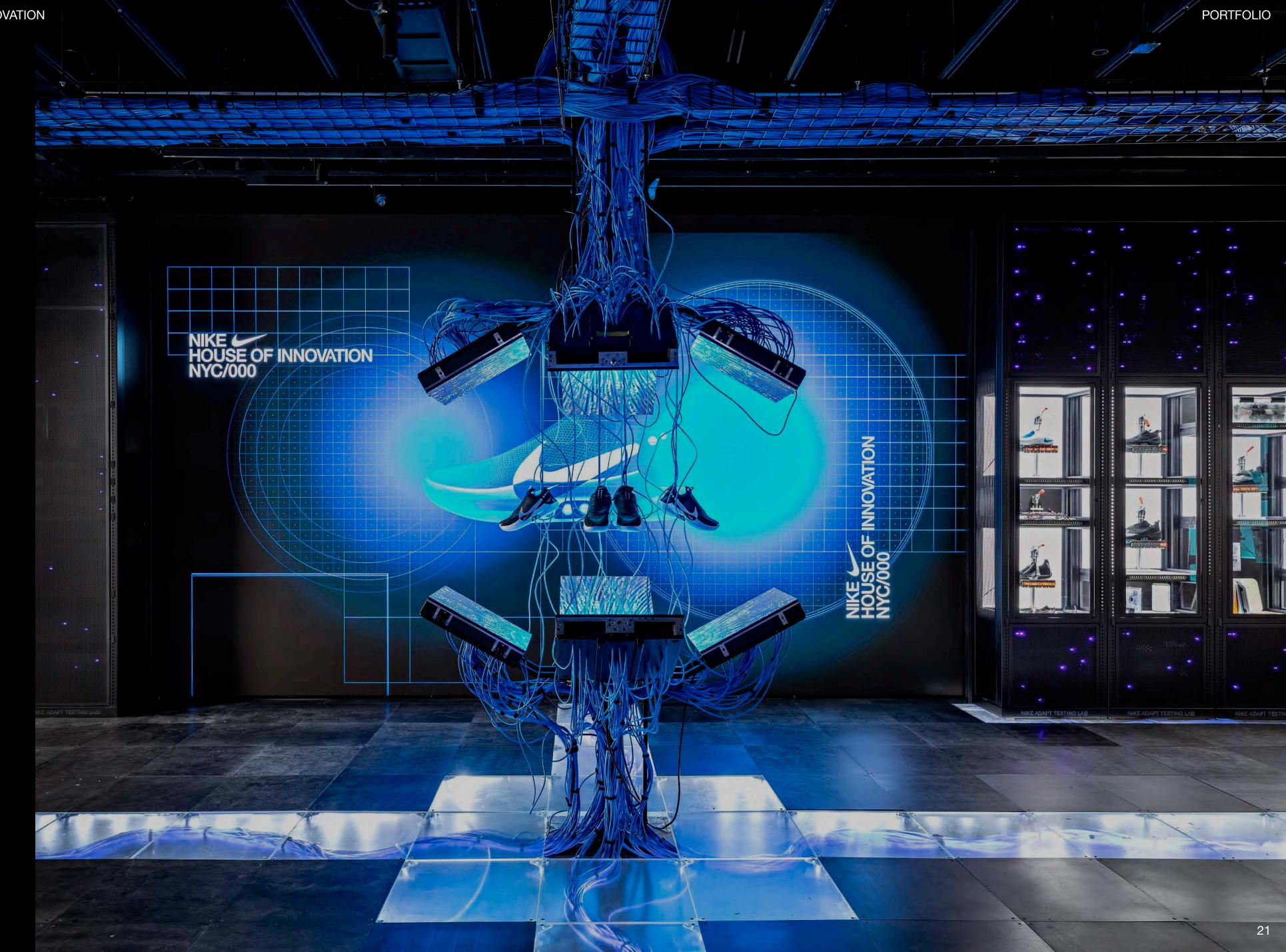
NIKE ADAPT BB

For the launch of Nike's first self-lacing shoe designed specifically for Basketball, the Nike Adapt BB, The first floor of House of Innovation NYC/000 was transformed into the 'NIKE ADAPT TESTING LAB', an immersive experience where athletes* could access ultra-rare prototypes and participate in an interactive basketball trialing experience...

ROLE Sr Creative Director

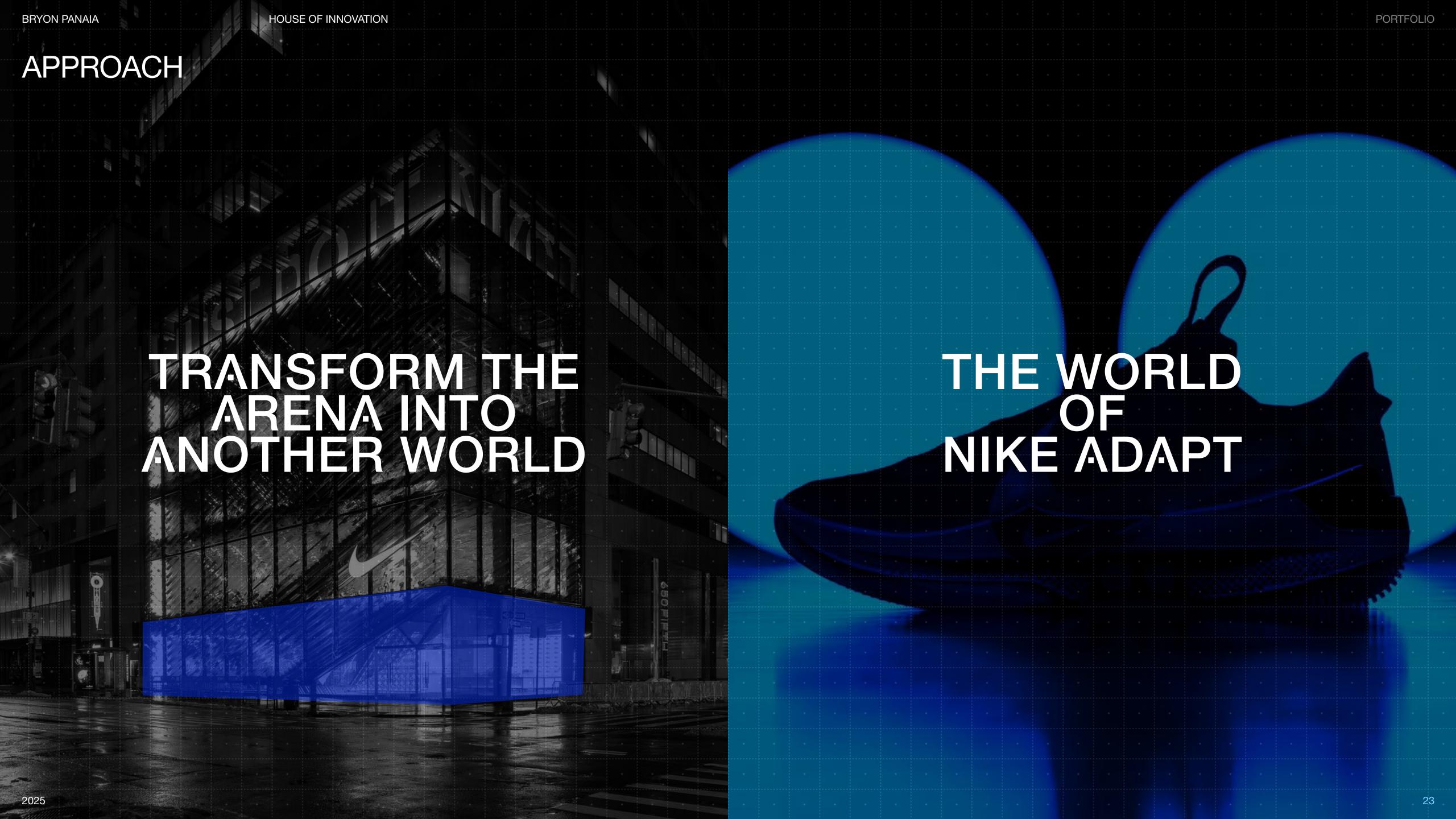
RESPONSIBILITIES

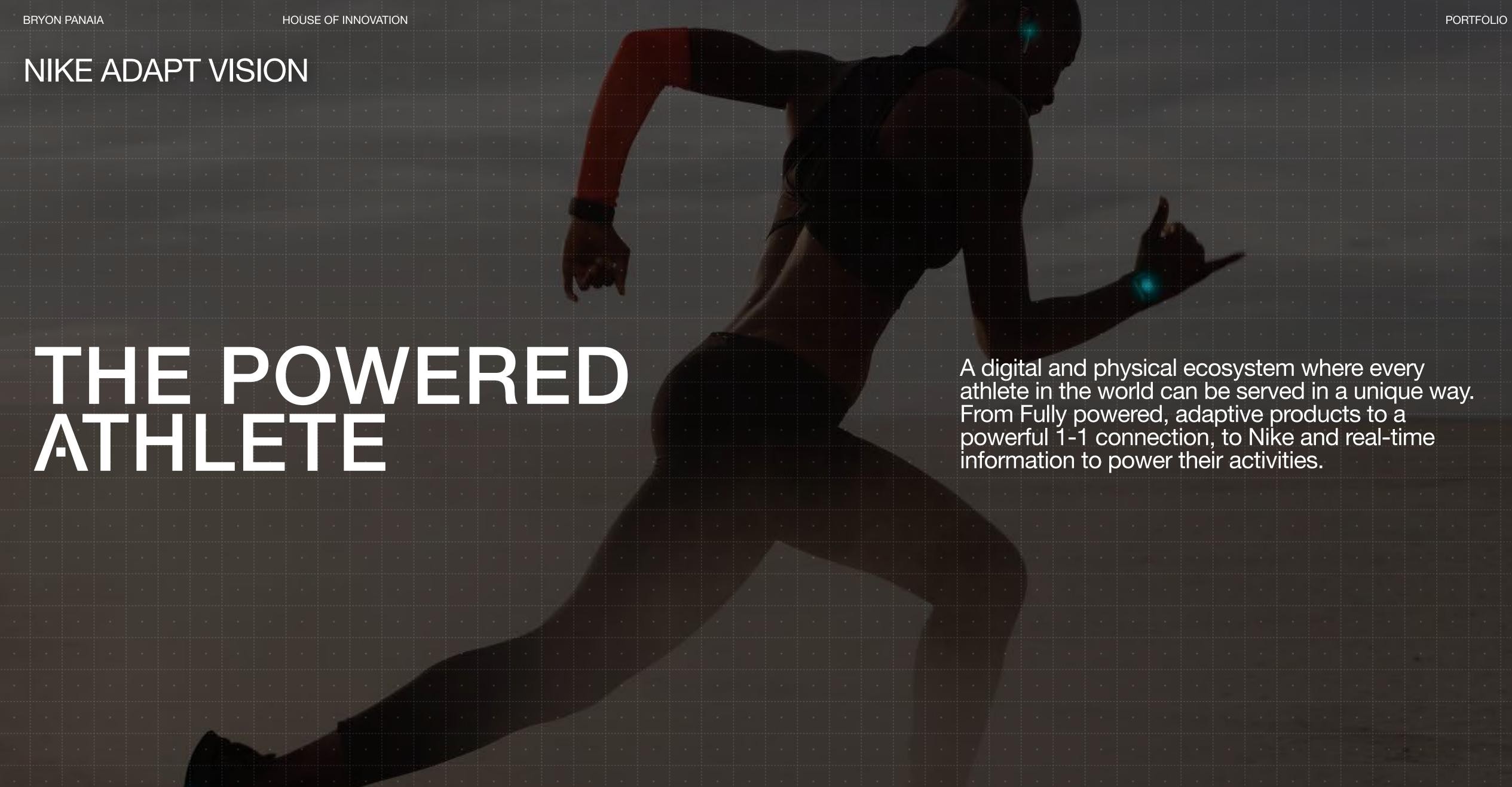
Concept Vision
Creative Direction
Immersive Storytelling
Retail Experience Design
Environment Design
Interactive Content Design



Chapter

NIKE CON HOUSE OF INNOWATION NYC/000 22



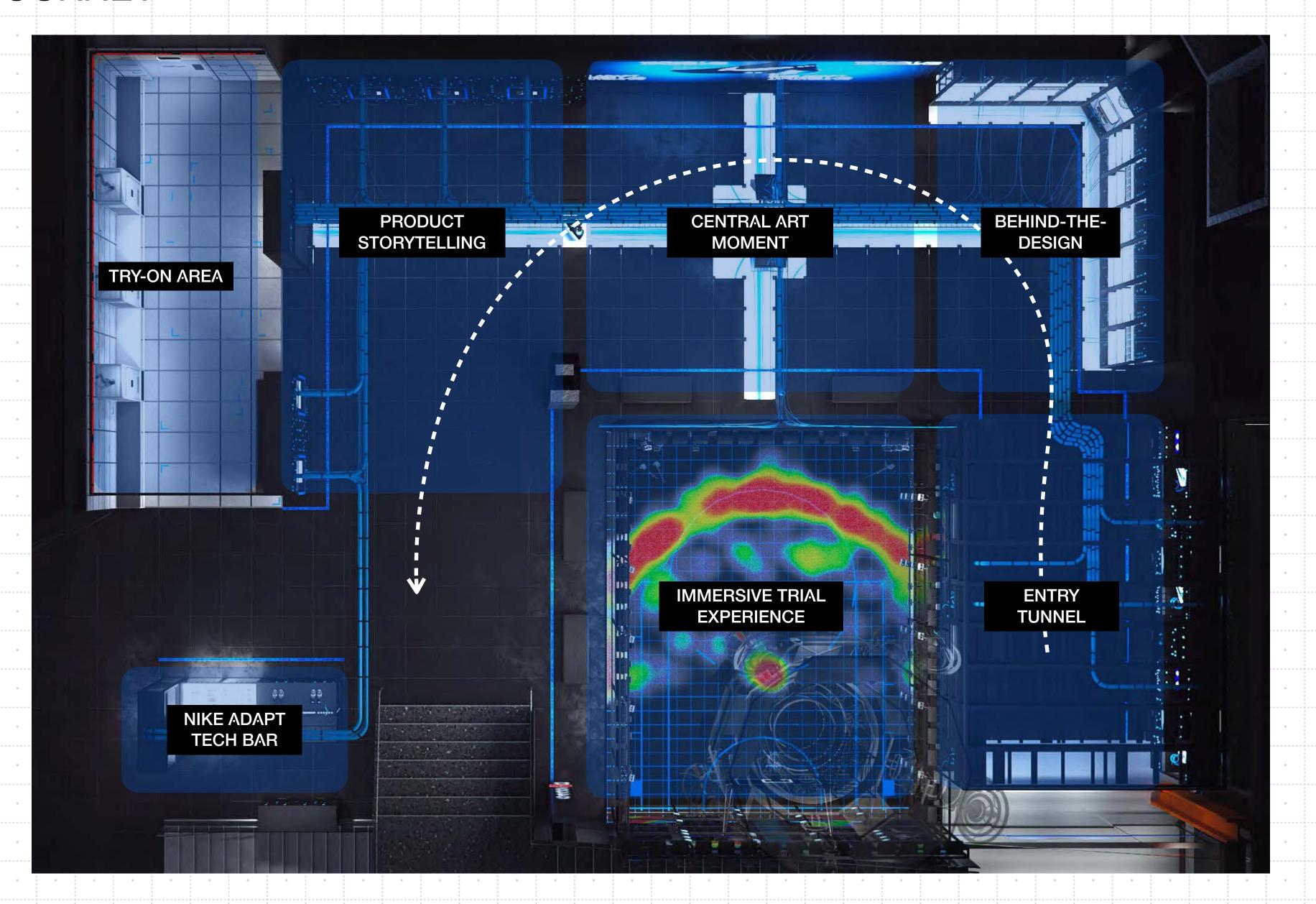






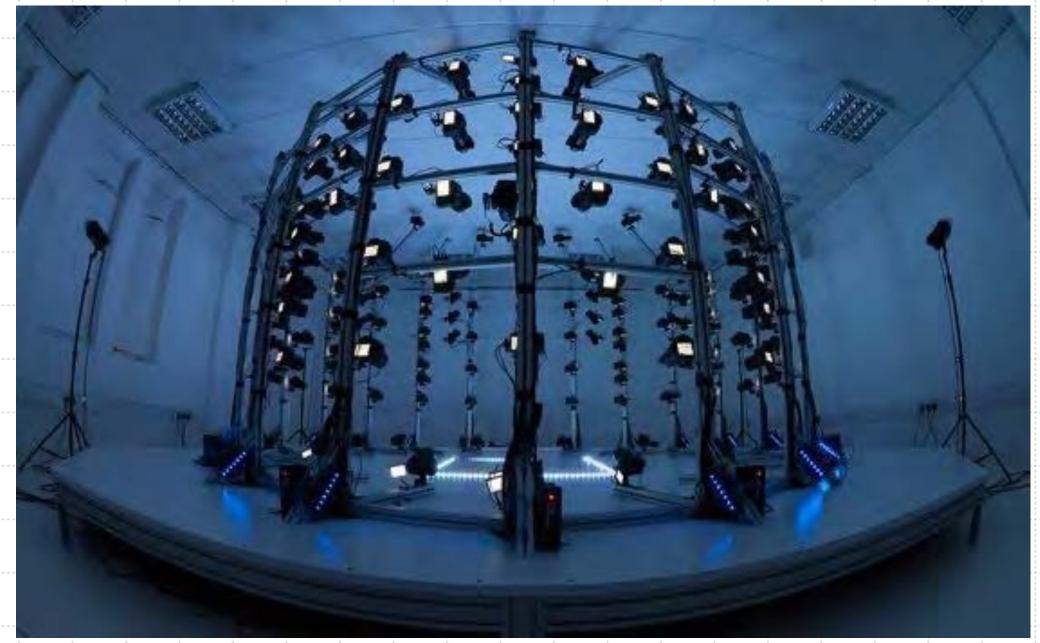
NIKE CHINNOWATION HOUSE OF INNOWATION NYC/000 26

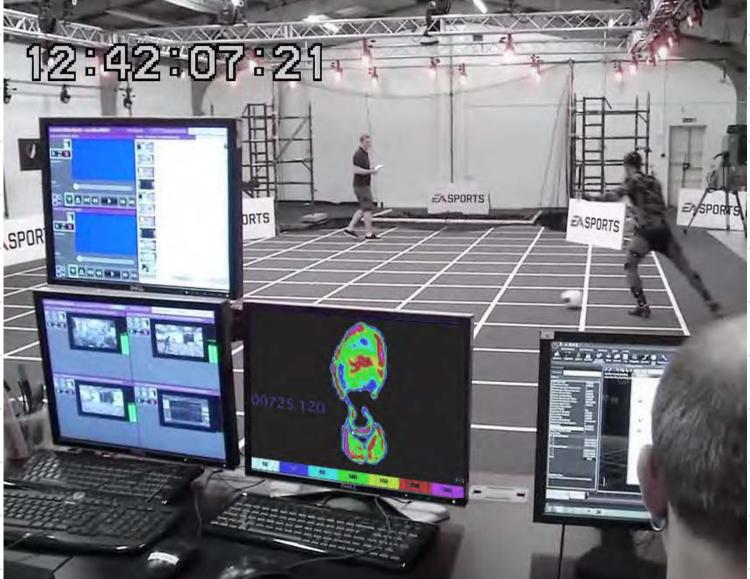
CONSUMER JOURNEY

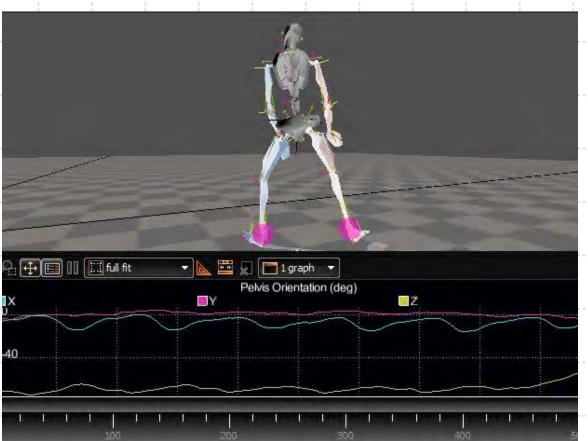


ENTRY

MOTION CAPTURE / DATA CENTER / REACTIVE DIGITAL CONTENT

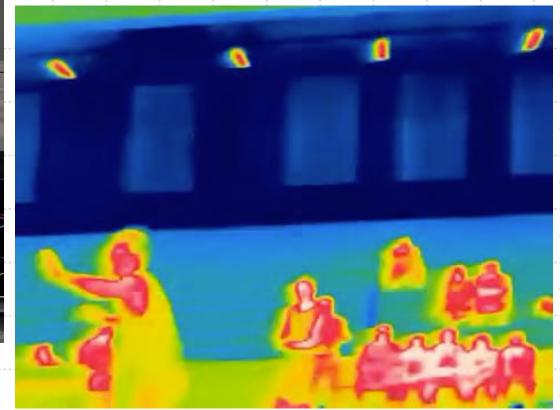




















BEHIND THE DESIGN

GENEOLOGY OF FIT / PROCESS OF INNOVATION STORYTELLING



RE MONTREAL



AIR FORCE 180 1991



HYPERDUNK 2008



MAG RETRO WITH POWER LACES 2015



AIR HUARACHE 1991



AIR RAID 1992



KOBE IX ELITE 2014



HYPERADAPT 1.0 2016

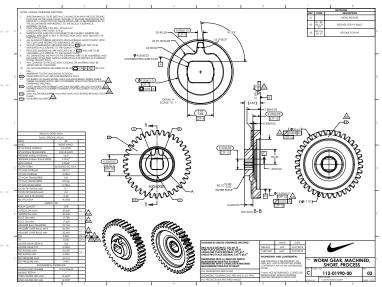


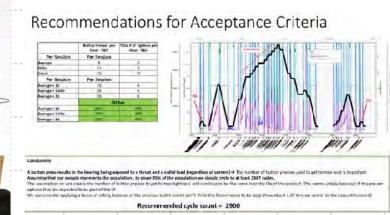






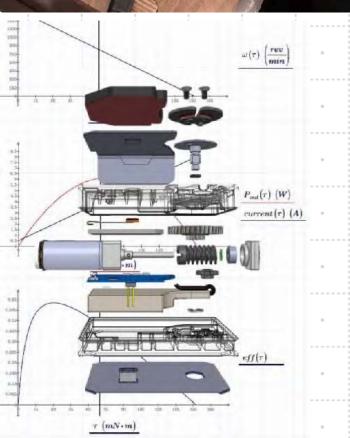










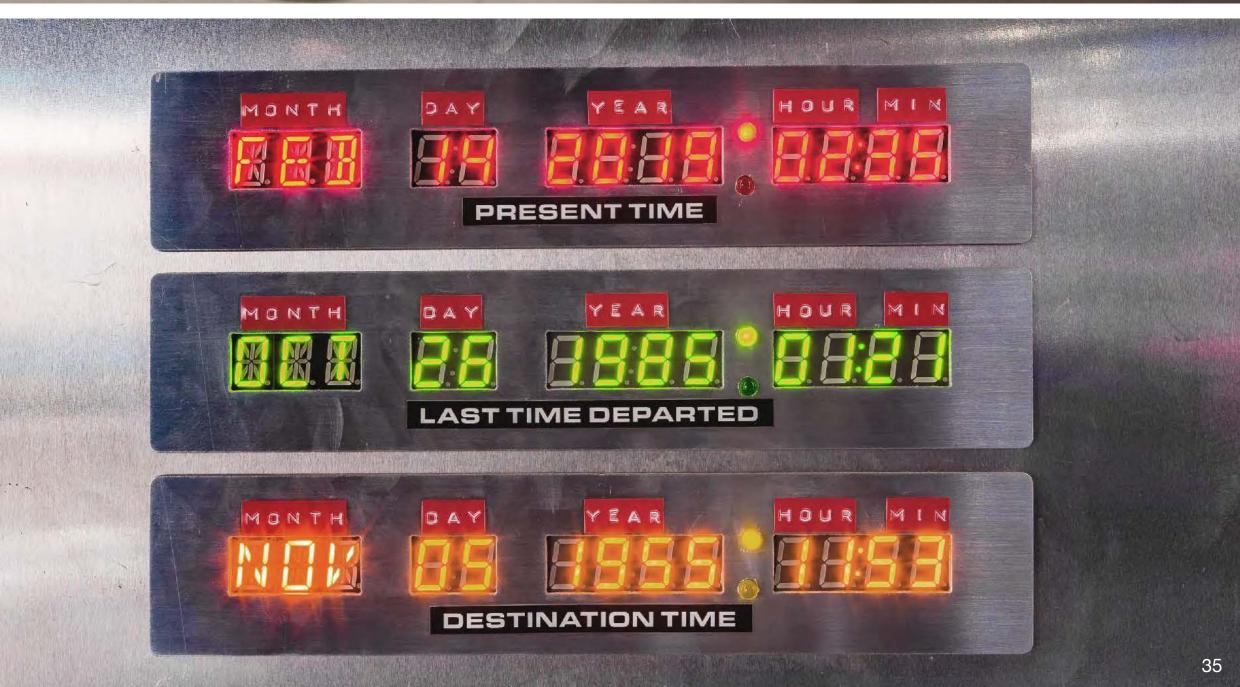


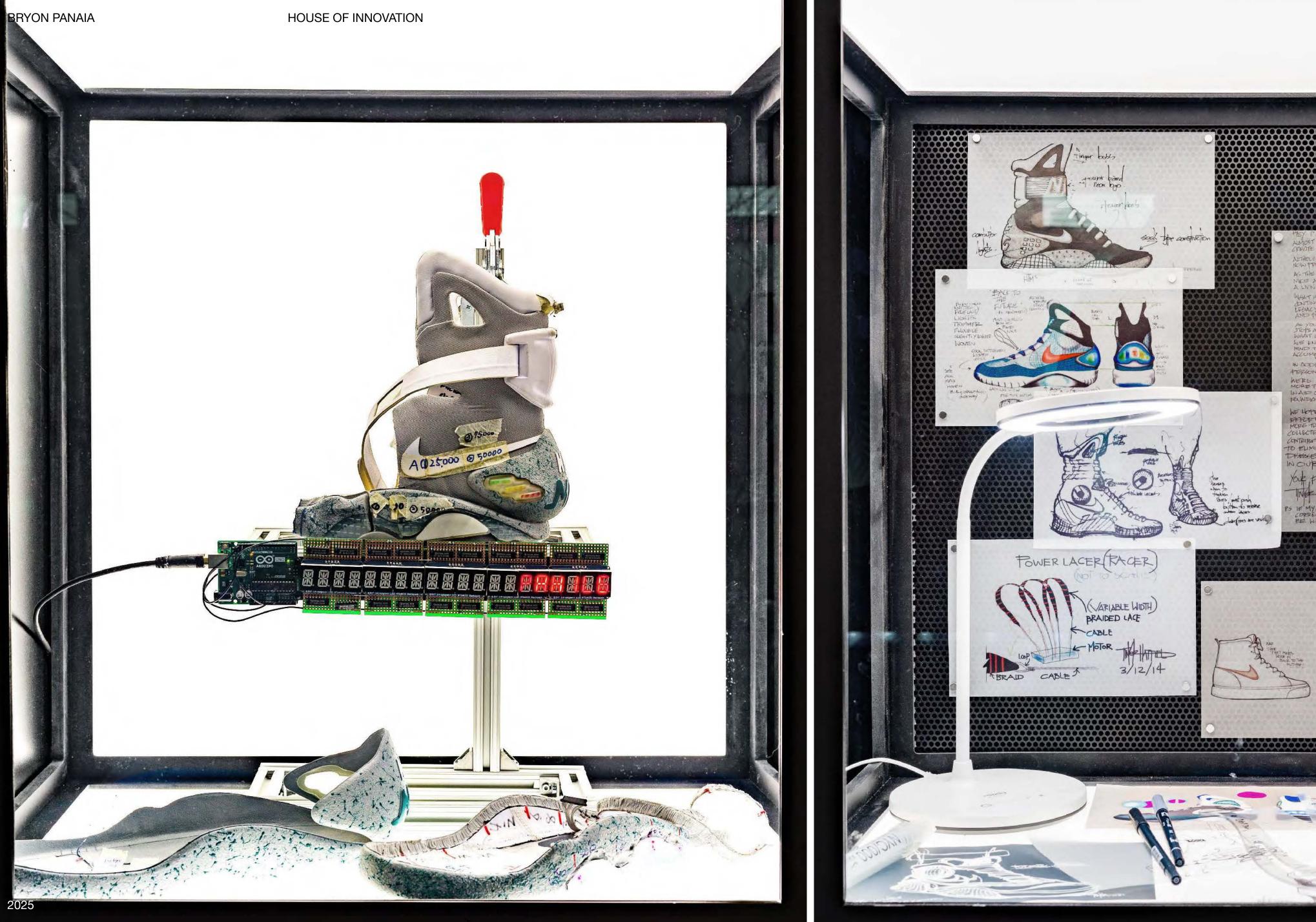












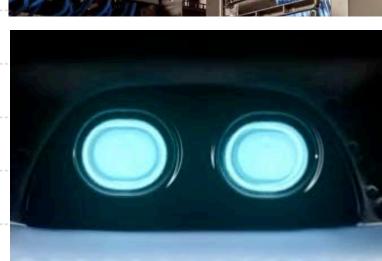


CENTRAL ART MOMENT

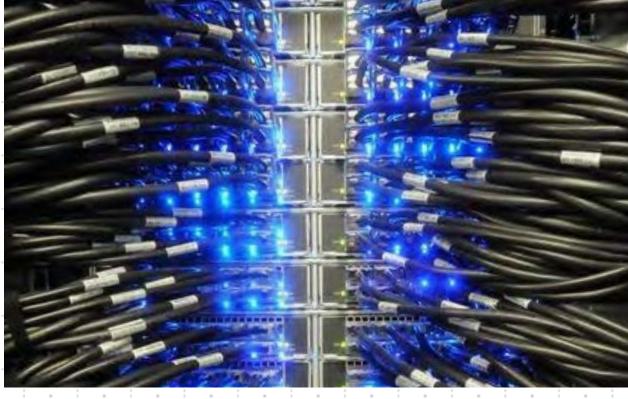
SUPERCOMPUTER / ADAPT BRAIN / POWERED UP



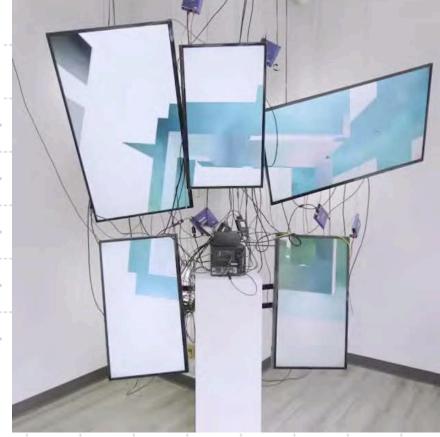




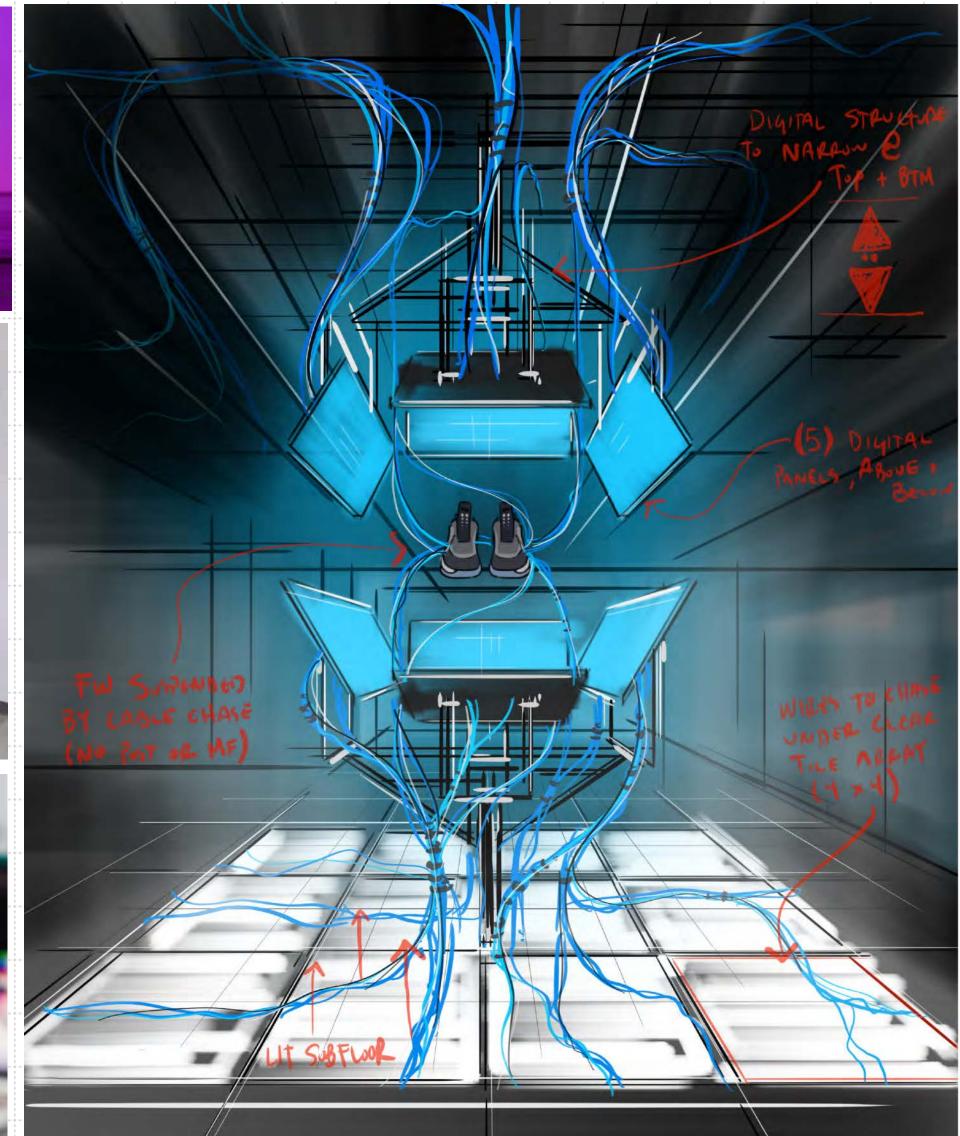


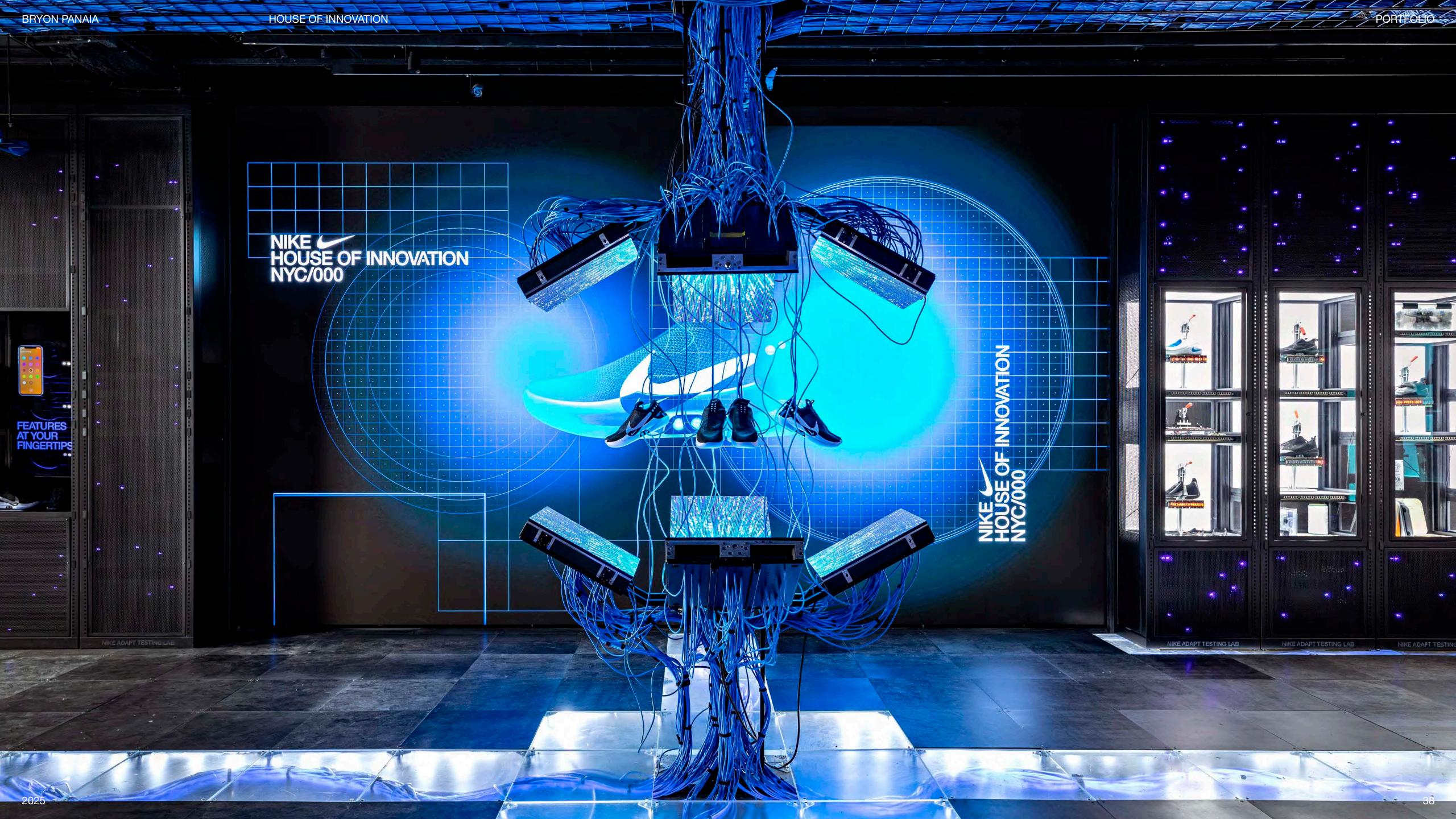


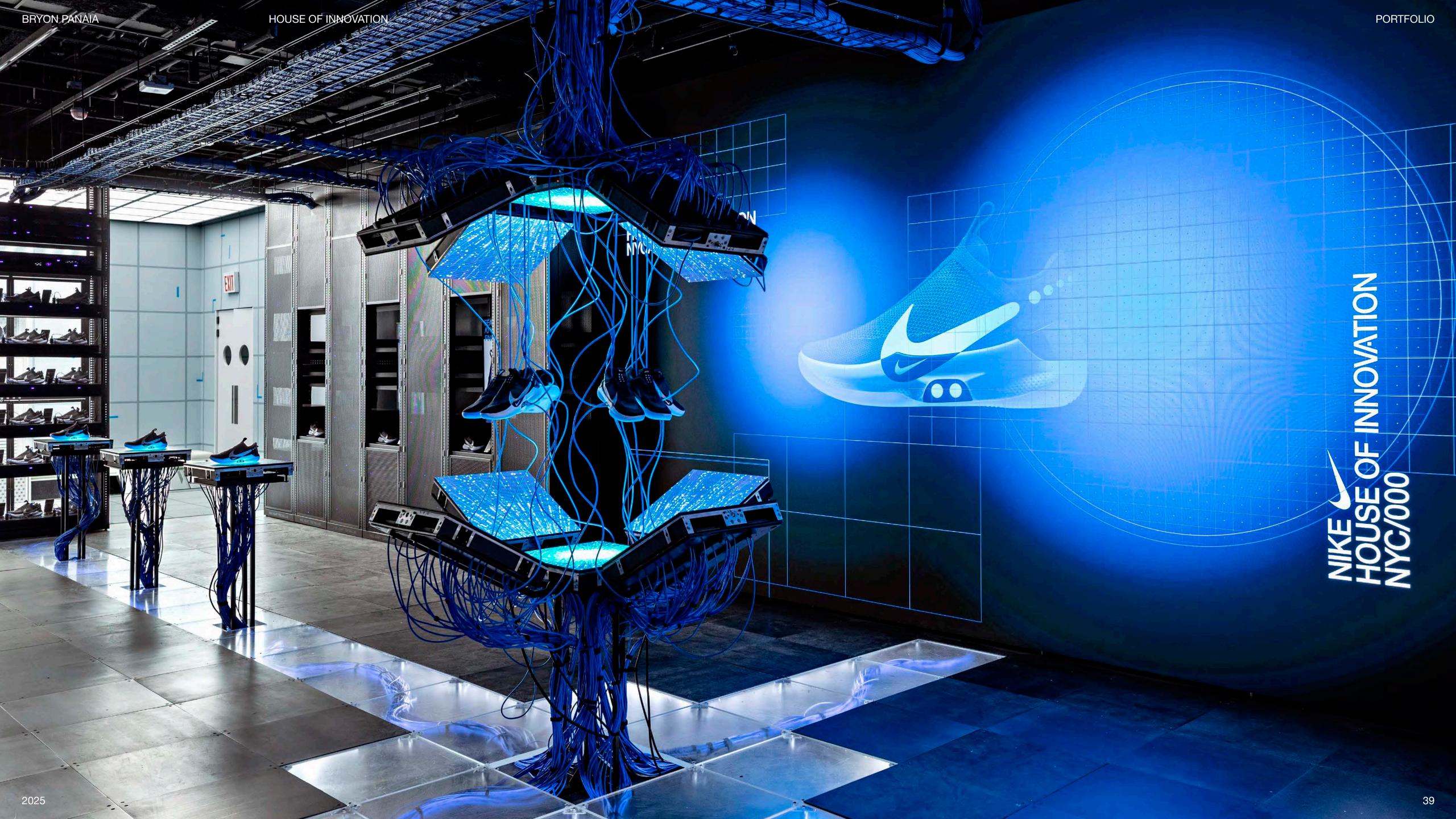










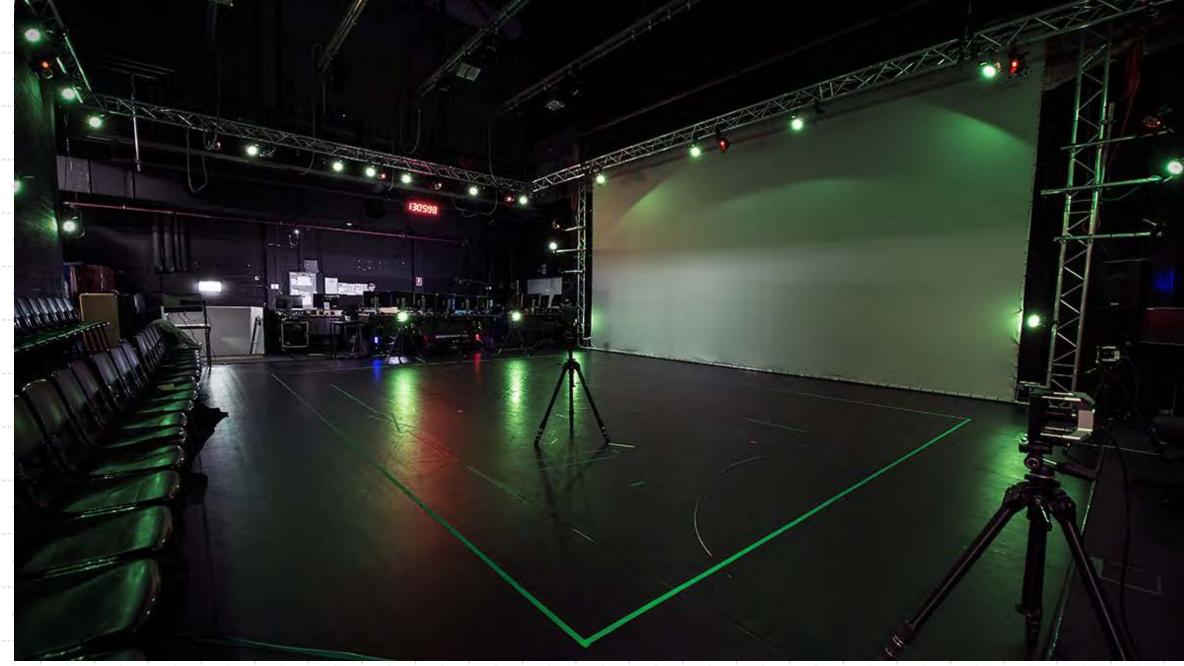




BRYON PANAIA HOUSE OF INNOVATION PORTFOLIO

IMMERSIVE TRIAL EXPERIENCE

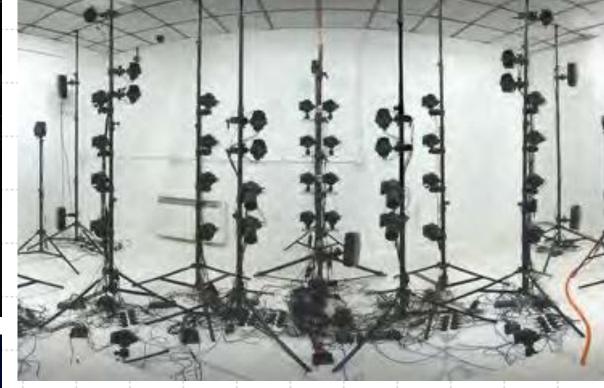
ATHLETE TESTING LAB / MOTION CAPTURE STUDIO / DIGITAL STAGE











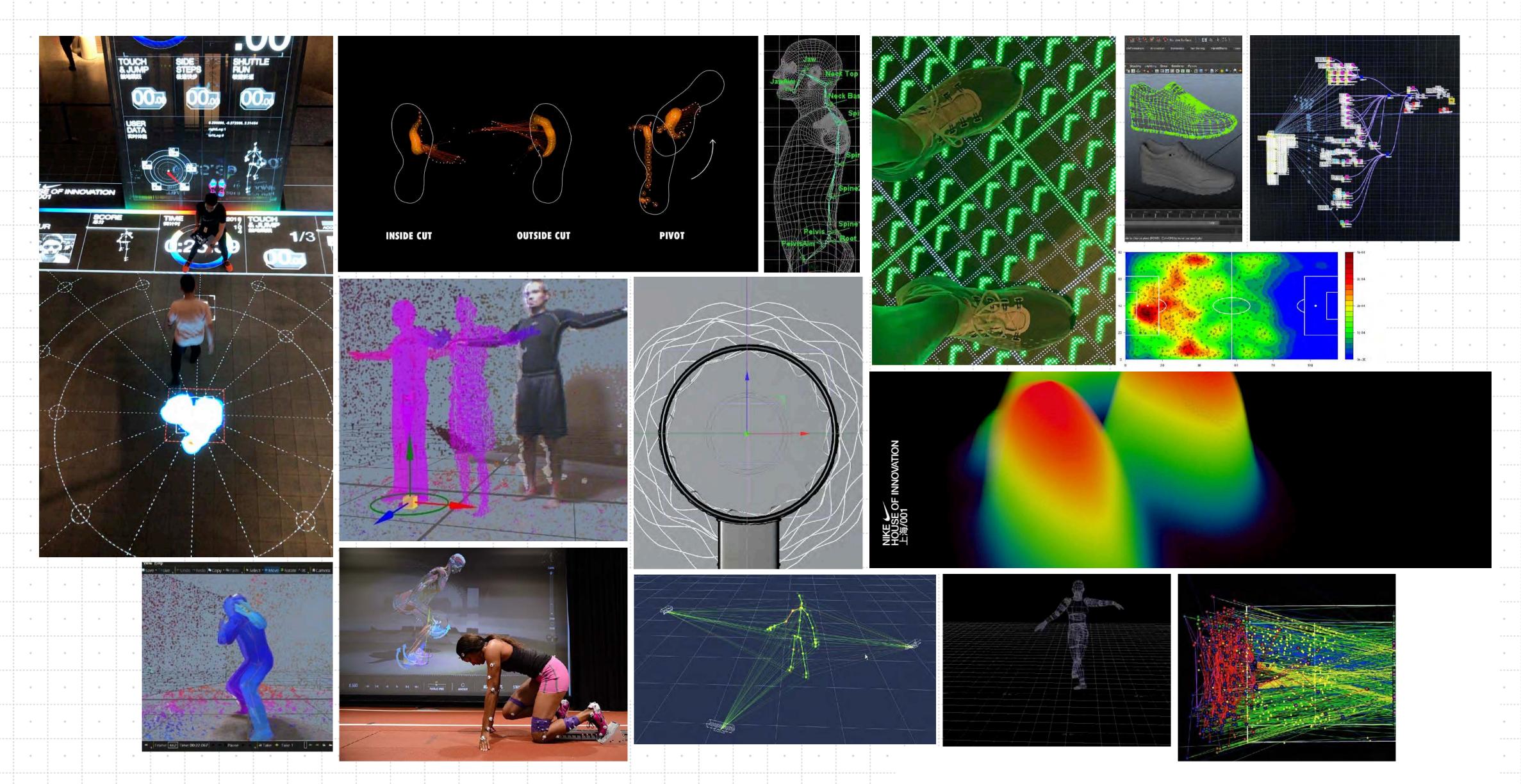




BRYON PANAIA HOUSE OF INNOVATION PORTFOLIO

INTERACTIVE CONTENT - HYPER-REAL

INSPIRED BY DATA ANALYSIS OF NIKE ATHLETES NRSL







BRYON PANAIA HOUSE OF INNOVATION PORTFOLIO

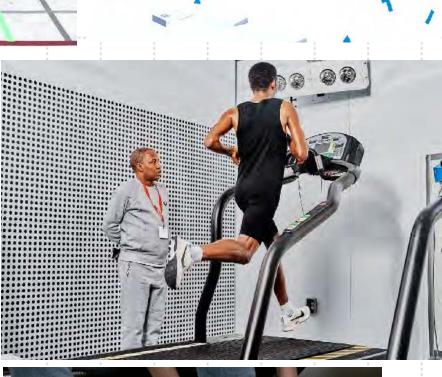
PRODUCT STORYTELLING & TRY-ON

ATHLETE GEAR UP / SELF-SERVE PRODUCT STORYTELLING

























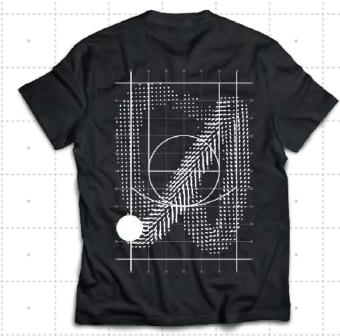
BRYON PANAIA HOUSE OF INNOVATION

PORTFOLIO

QUICKSTRIKE APPAREL COLLECTION

ATHLETE GEAR UP / PRODUCT CAPSULE



























NIKE AU CENTRE POMPIDOU

As the world's greatest athletes converged for the 2024 Summer Olympic Games in Paris, Nike partnered with one of the city's most storied landmarks, Centre Pompidou, to create a series of immersive experiences celebrating sport, culture and a shared history of innovation.

ROLE Creative Director

RESPONSIBILITIES

Concept Vision
Creative Direction
End-To-End Design
Execution of all Content + Experiences









NIKE AU CENTRE POMPIDOU

'ART OF VICTORY' EXHIBITION

The "Art of Victory" was an immersive exhibition about unending journey of Nike Air innovation at the Centre Pompidou, the site that inspired the radical design of the Air Max 1 nearly 40 years ago. Having the opportunity to lead the design of an exhbition at one pf Paris's cultural insitutions during the 2024 Olympics was a once in a lifetime experience.

ROLE

Sr Creative Director

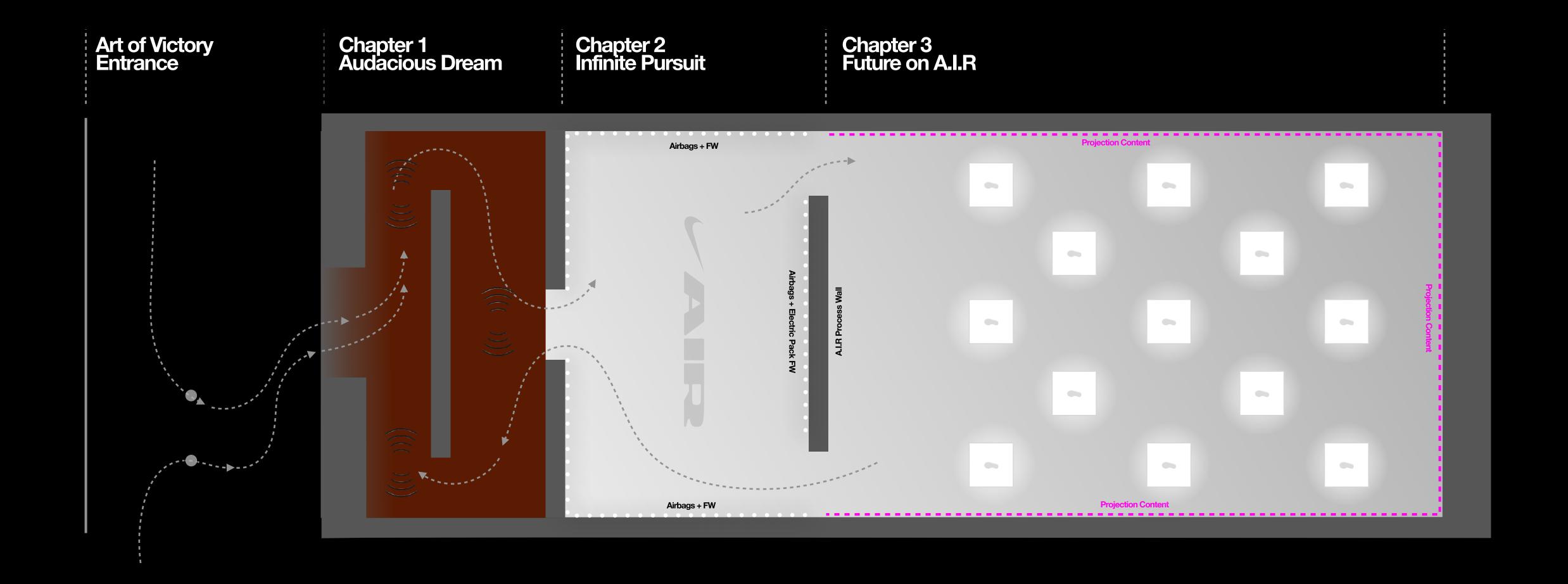
RESPONSIBILITIES

Concept Vision
Creative Direction
End-To-End Design
Content / Audio / Graphic

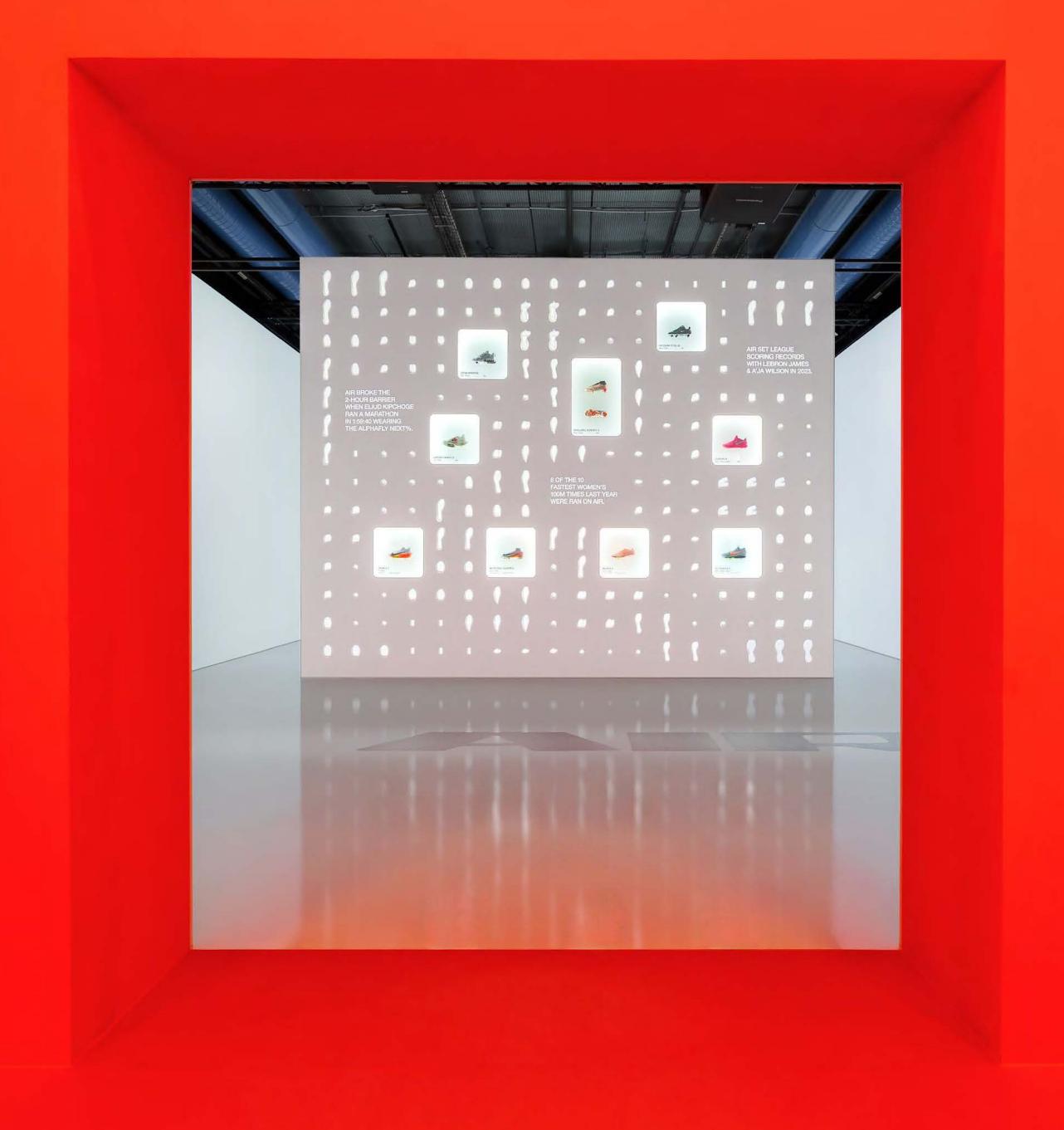


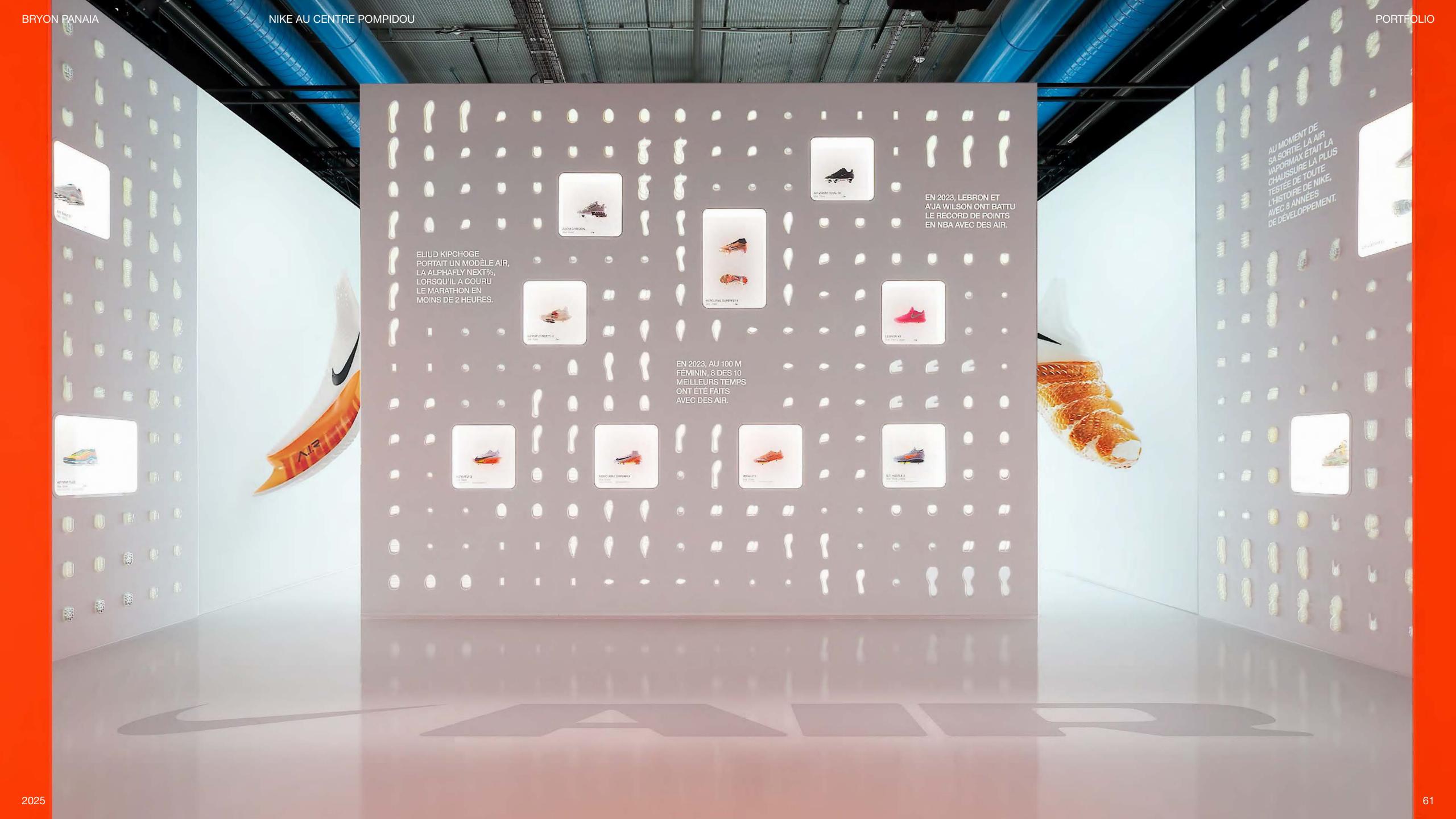
BRYON PANAIA NIKE AU CENTRE POMPIDOU PORTFOLIO

'ART OF VICTORY' JOURNEY









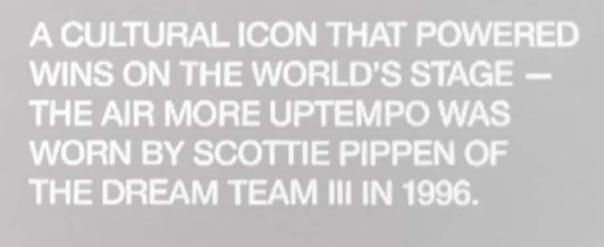






















NIKE AU CENTRE POMPIDOU

SPORT ACTIVATION

Throughout the Olympic Games, Nike hosted a series of Sporting activations on the Piazza of the Centre Pompidou. Here we brought together the youth of Paris to compete and celebrate sport culture across Basketball, Running, Football and Breaking.



Creative Director

RESPONSIBILITIES

Creative Direction End-To-End Design and Execution of all Content and Experiences







NIKE X FORTNITE AIRPHORIA

CONCEPT VISION
CREATIVE DIRECTION
IP DEVELOPMENT
NARRATIVE
EXPERIENCE DESIGN
GAME DESIGN
MARKETING CREATIVE

THE STORY

BRYON PANAIA



NIKE X FORTNITE 'AIRPHORIA'

In partnership with Epic Games, Nike launched Airphoria on Fortnite, a beautiful, immersive, and first-of-it's-kind Air Max themed experience. Powered by Nike Air and Epic Games's groundbreaking Unreal Editor Fortnite (UEFN) creation tool, the experience was open for 7 days and saw over 5 Million people complete the ultimate sneaker hunt. Also as part of the experience new Nike game skins and cosmetics were created to be sold and given away to fans.

ROLE Sr Creative Director

RESPONSIBILITIES

Concept Vision
Creative Direction
IP Development
Game Narrative
Game Design
Experience Design
Marketing Creative

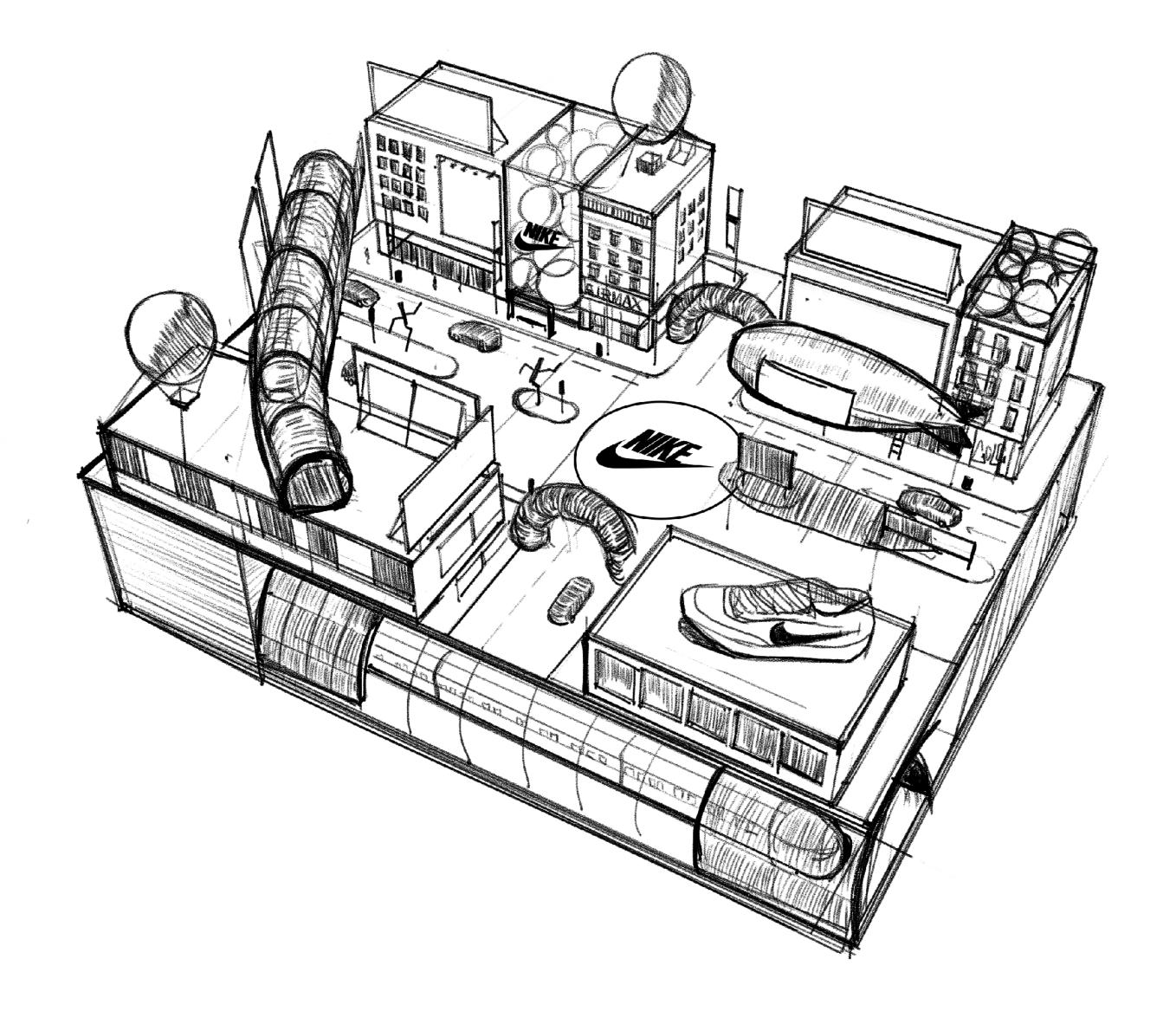


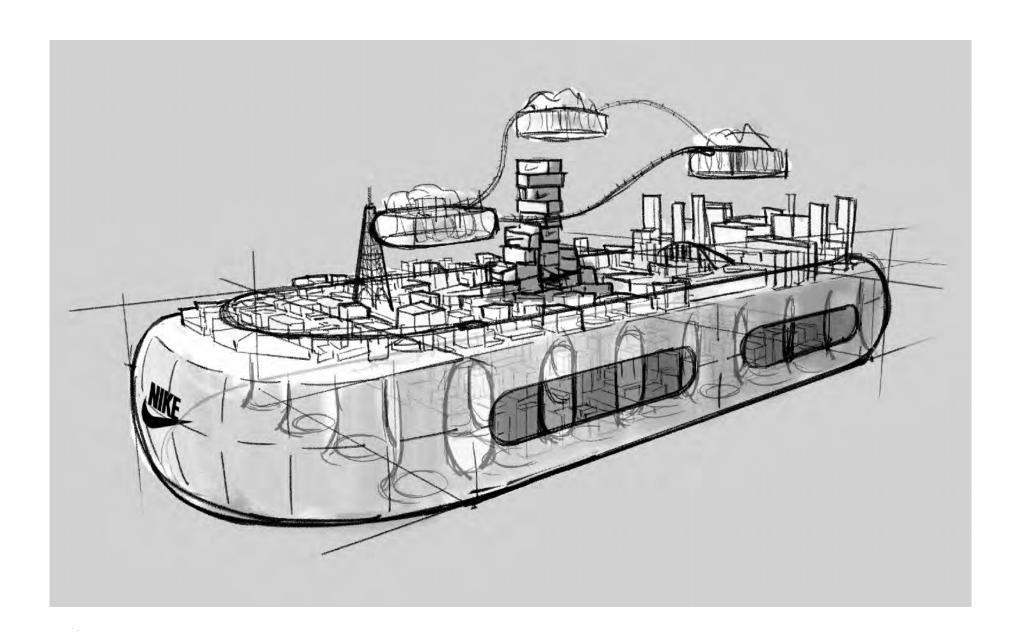


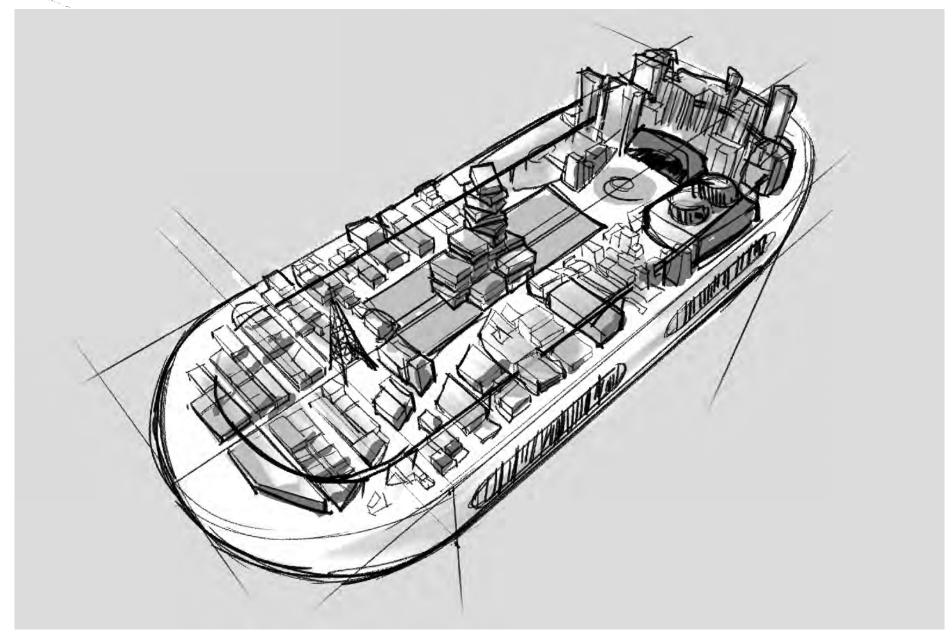


BRYON PANAIA NIKE X FORTNITE 'AIRPHORIA'

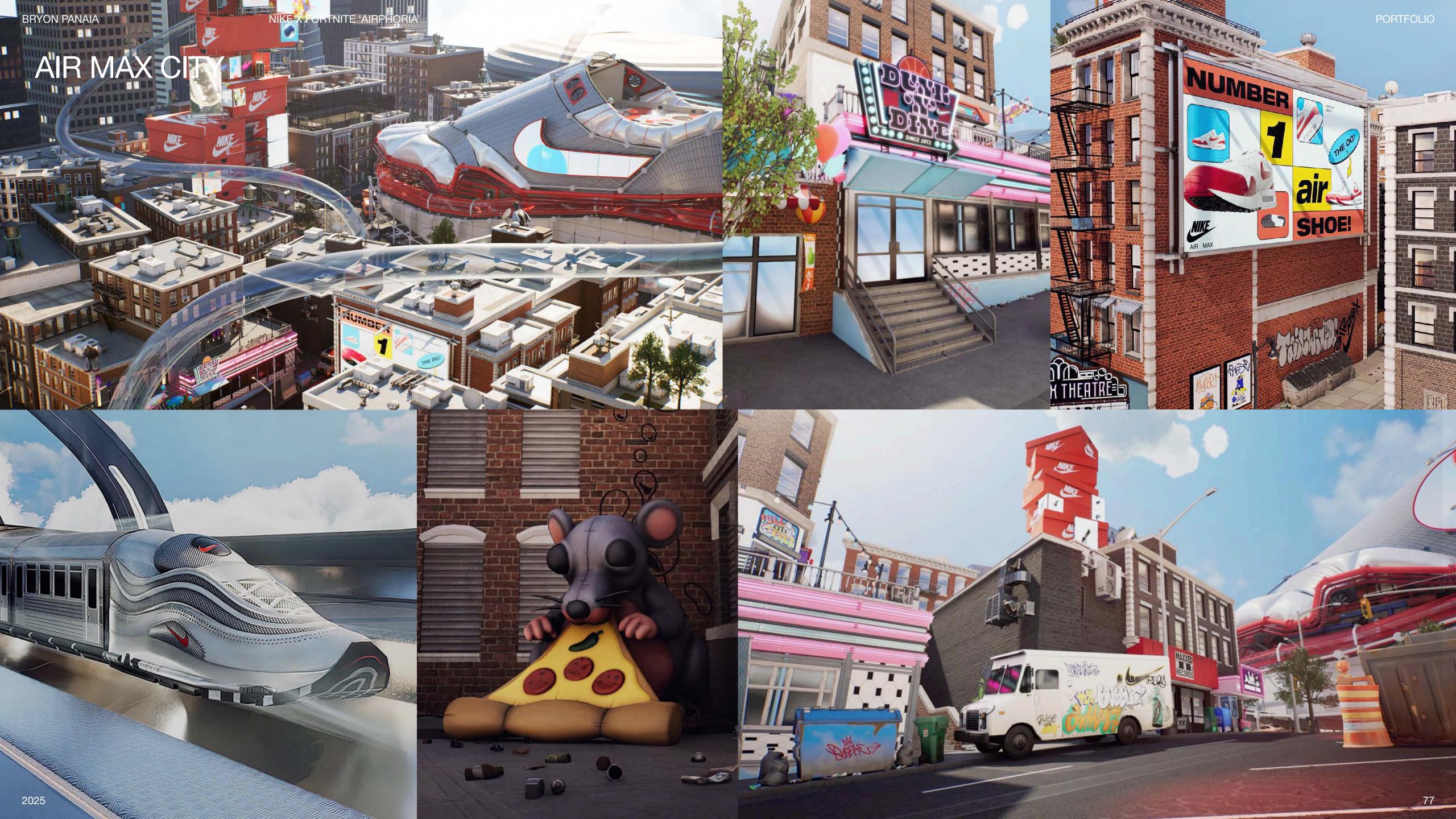
WORLD BUILDING













BRYON PANAIA NIKE X FORTNITE 'AIRPHORIA' PORTFOLIO

THE LARGEST SNEAKER DROP EVER

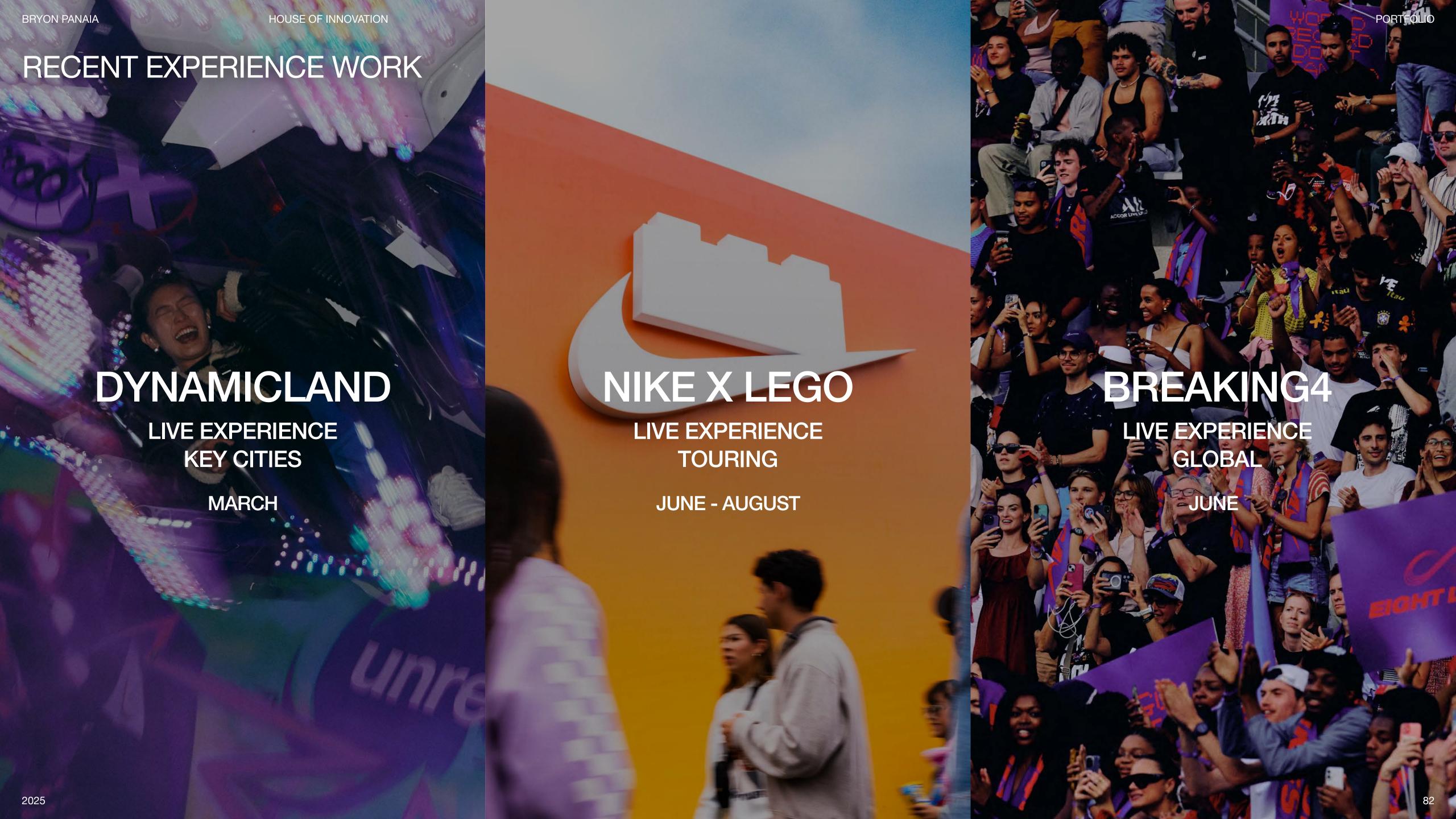
Airphoria on Fortnite created a new revenue stream and a pipeline for meaningful and authentic virtual products from Nike.

All participants who completed the Airphoria quest were awarded an Air Max 1 OG 'Big Bubble' Backbling use across all games in Fortnite. In total more than 3 Million Air Max 1 backblings were awarded to players over the course of 7 days, becoming the largest ever sneaker drop in Nike's history.











NIKE AIR MAX DN8

DYNAMICLAND

For the launch of the Nike Air Max DN8 Nike created a series of 'Dynamicland' expericex in 7 Global key cities. Modeled after surreal amusement parks, Dynamicland redefines the traditional fairground experience, creating a world where the mundane becomes extraordinary. Reality is stretched and twisted, forming a playground of youthful imagination where everyday perceptions are elevated into a maxxed out reality.

ROLE

VP Creative Director

RESPONSIBILITIES

Concept Vision Creative Direction Experience Design











63 Flushing Ave, Bldg. 268 Duggal Greenhouse, Brooklyn NY 11205

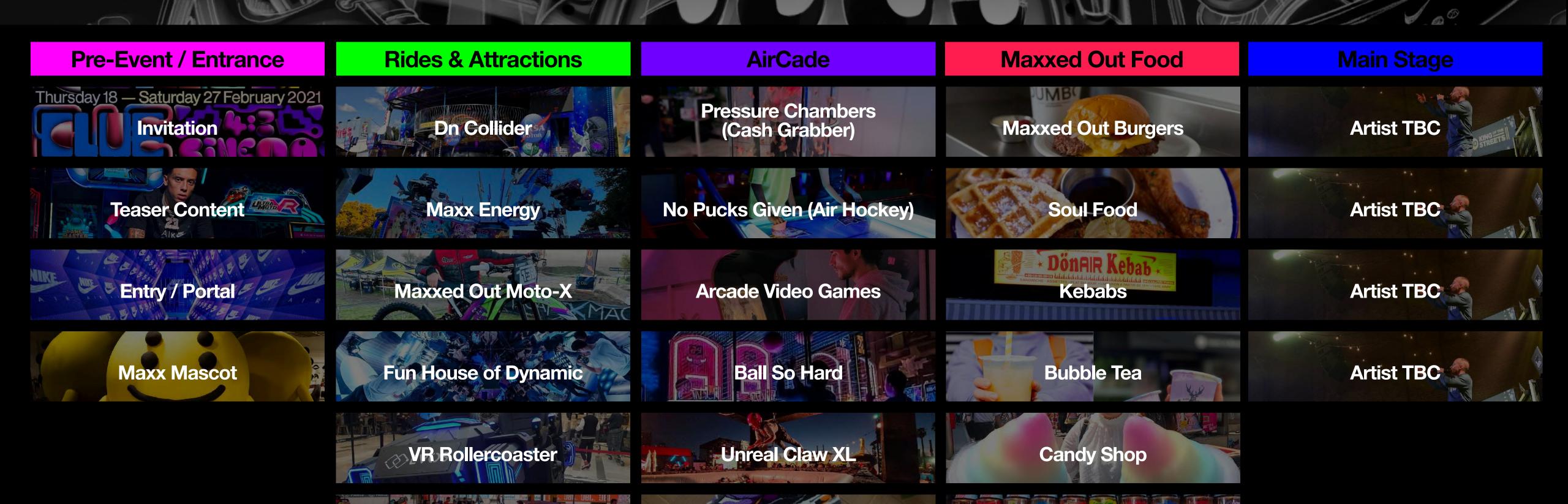




BRYON PANAIA DYNAMICLAND PORTFOLIO

KEY EXPERIENCES

DUSTIC LENGTH



2025

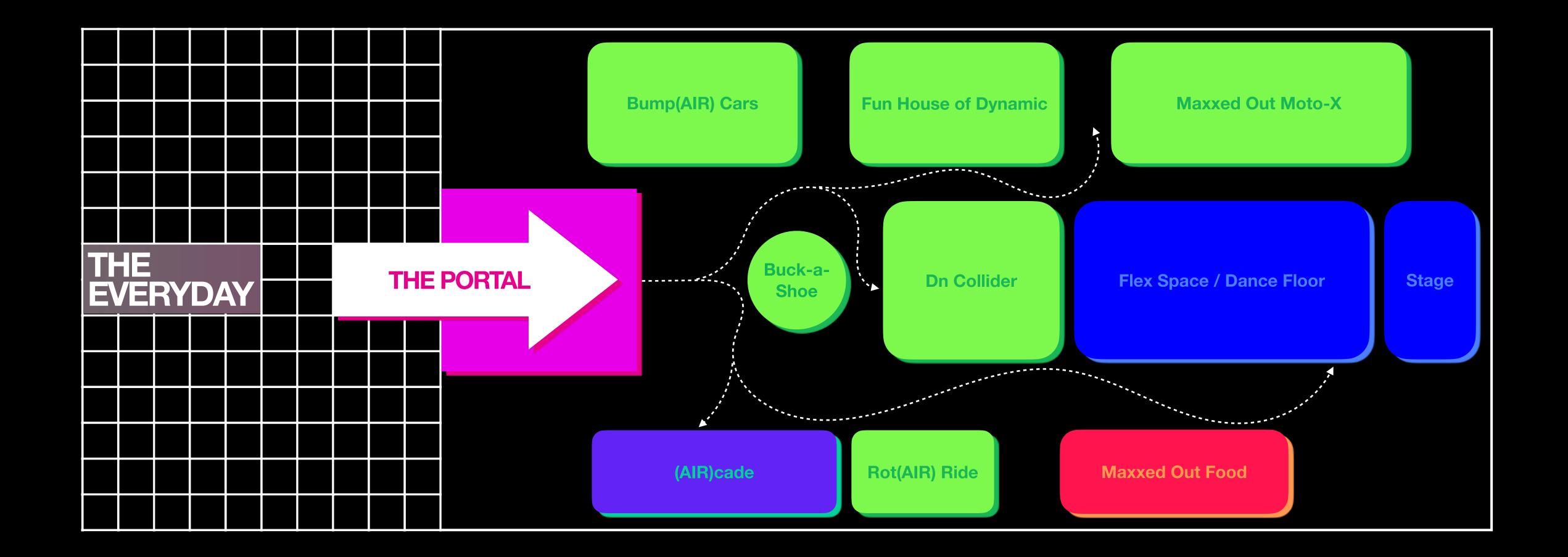
Gift Shop

Slushies

BumpAir Cars

BRYON PANAIA DYNAMICLAND PORTFOLIO

DYNAMICLAND JOURNEY











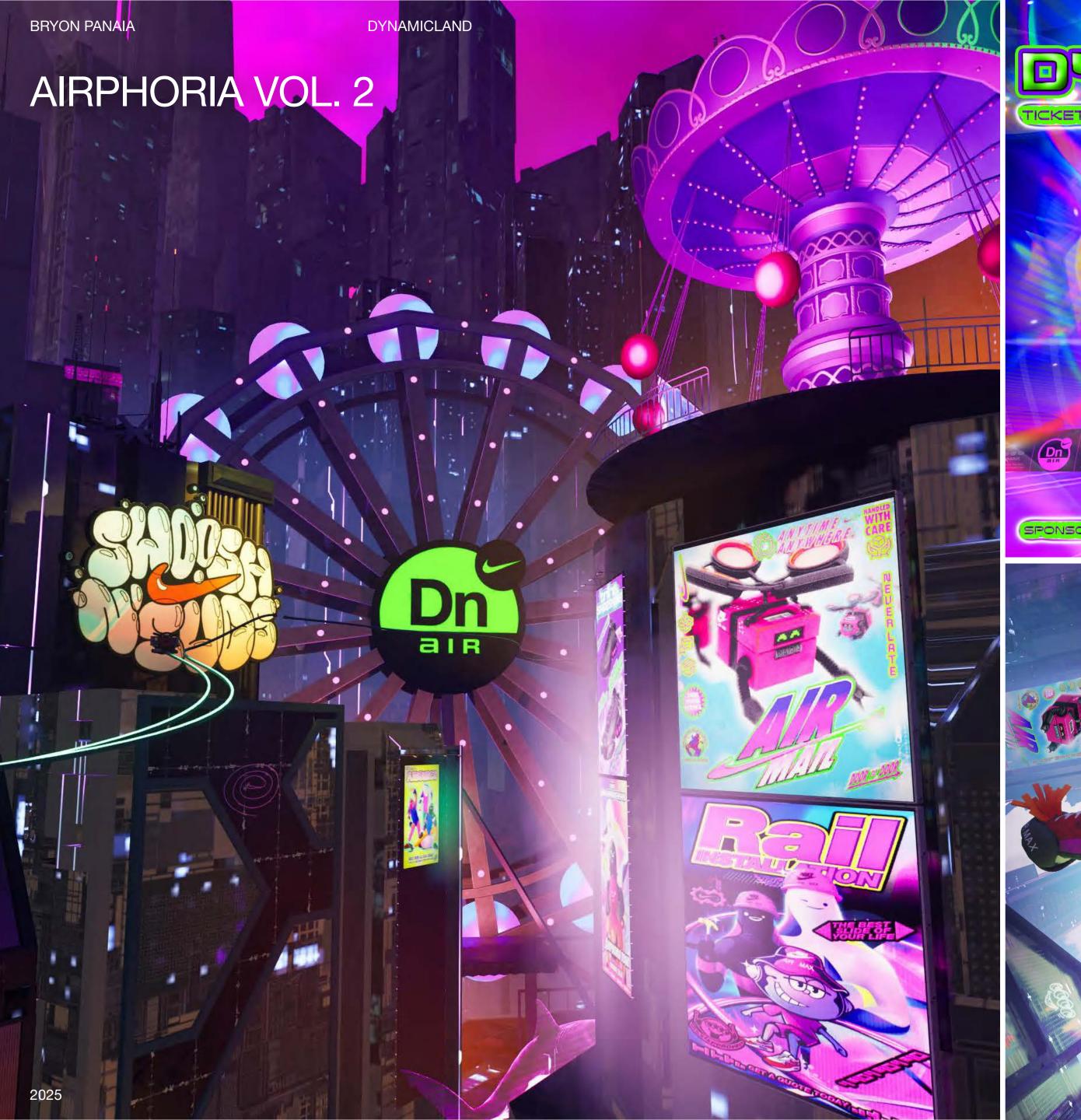




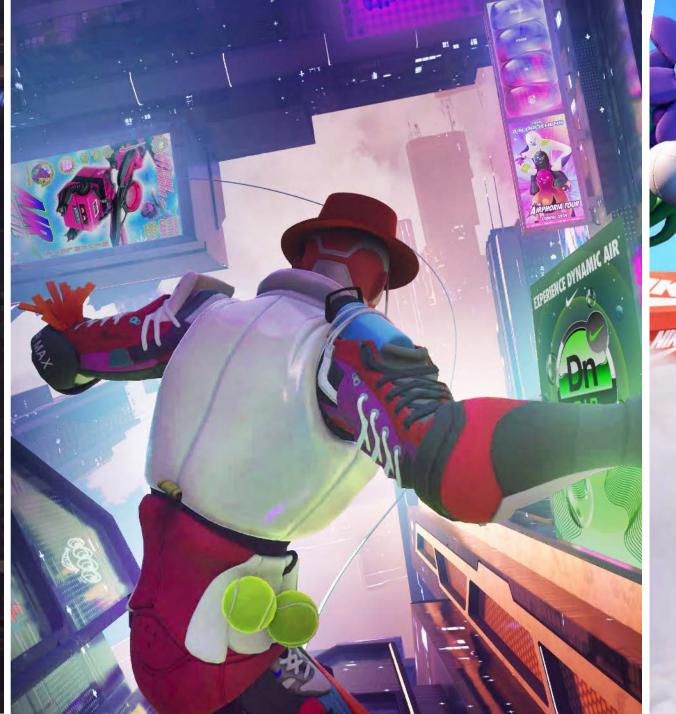














BRYON PANAIA PORTFOLIO

NIKE X LEGO PLAY ARENA



CONCEPT VISION
CREATIVE DIRECTION
EXPERIENCE DESIGN

BRYON PANAIA

NIKE X LEGO

PLAY ARENA

The "Art of Victory" was an immersive exhibition about unending journey of Nike Air innovation at the Centre Pompidou, the site that inspired the radical design of the Air Max 1 nearly 40 years ago. Having the opportunity to lead the design of an exhbition at one pf Paris's cultural insitutions during the 2024 Olympics was a once in a lifetime experience.



VP Creative Director

RESPONSIBILITIES

Concept Vision Creative Direction Experience Design Content / Audio / Graphic









BECOME A LEGO NIKE MINIFIGURE ATHLETE

PRE-GAME

Time to unleash your inner Minifigure athlete!

Enter the arena and get ready to be drafted, pick your gear and unleash your best play*.

GAME TIME

It's go time, time to get active and get building.

Every athlete knows, in order to be the best, you gotta get stuck in. Time to train, play mini games and then bring those skills to the court / field / universe!

POST-GAME

You did it. Time for the glory.

With the game(s) over, it's time to give out some awards, relax and most importantly, keep building!





























BREAKING4

Faith Kipyegon vs. the 4 Minute Mile. 5,000 people witnessed history live on June 26th as Faith Kipyegon made her attempt to down the impossible at Stade Charléty in Paris.



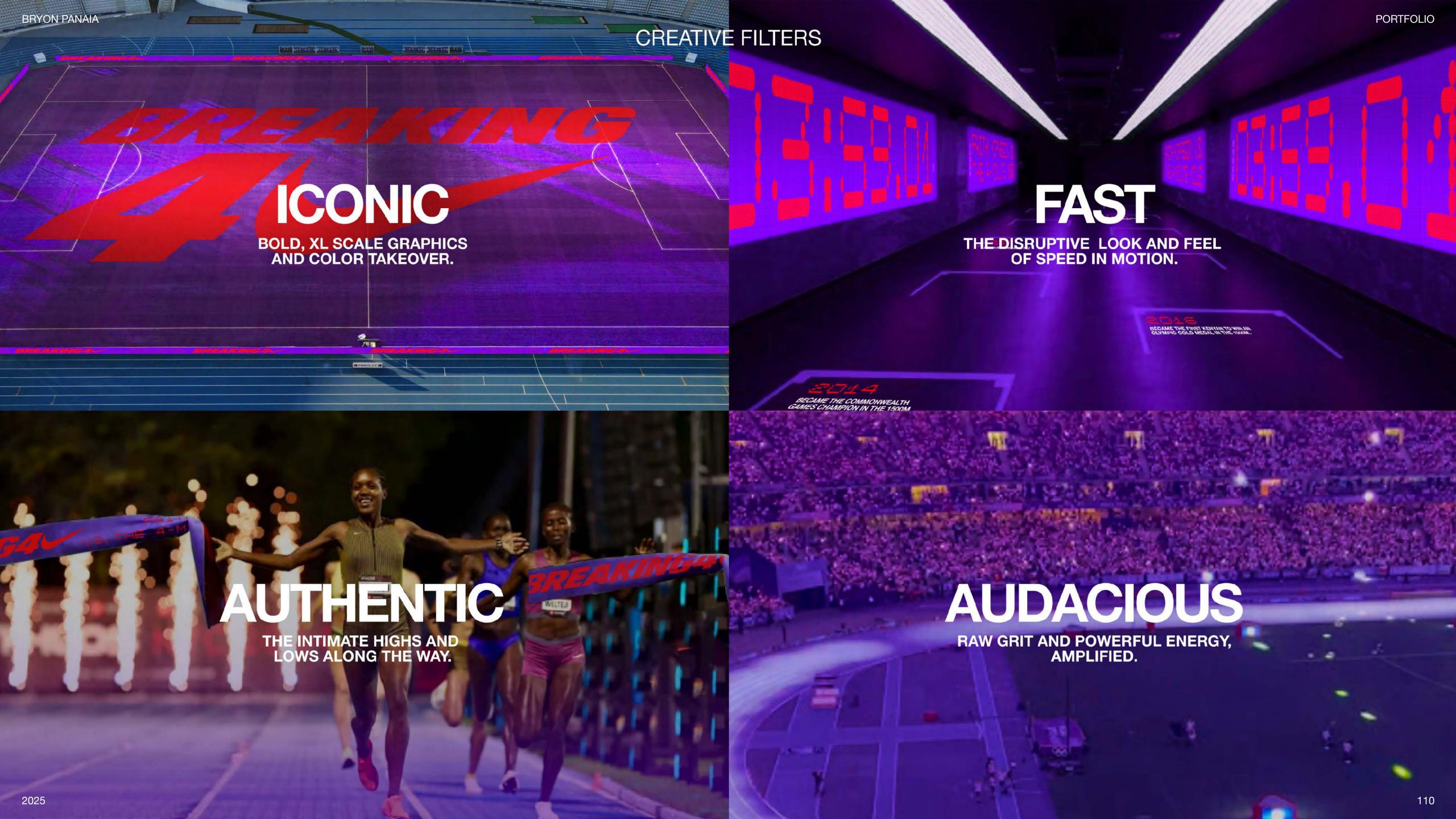
VP Creative Director

RESPONSIBILITIES

Concept Vision Creative Direction Experience Design End-To-End Execution







BRYON PANAIA PORTFOLIO

JOURNEY OVERVIEW

VIP / VIP+ JOURNEY

Level 0

A. Stadium Entry

A1. Stadium Exterior

A2. Stadium Arrival

B. Innovation Tunnel

B1. Innovation Storytelling

Level -1

C. VIP Racing Pit

C1. Photo Moment

C2. Concessions/Merch (TBC)

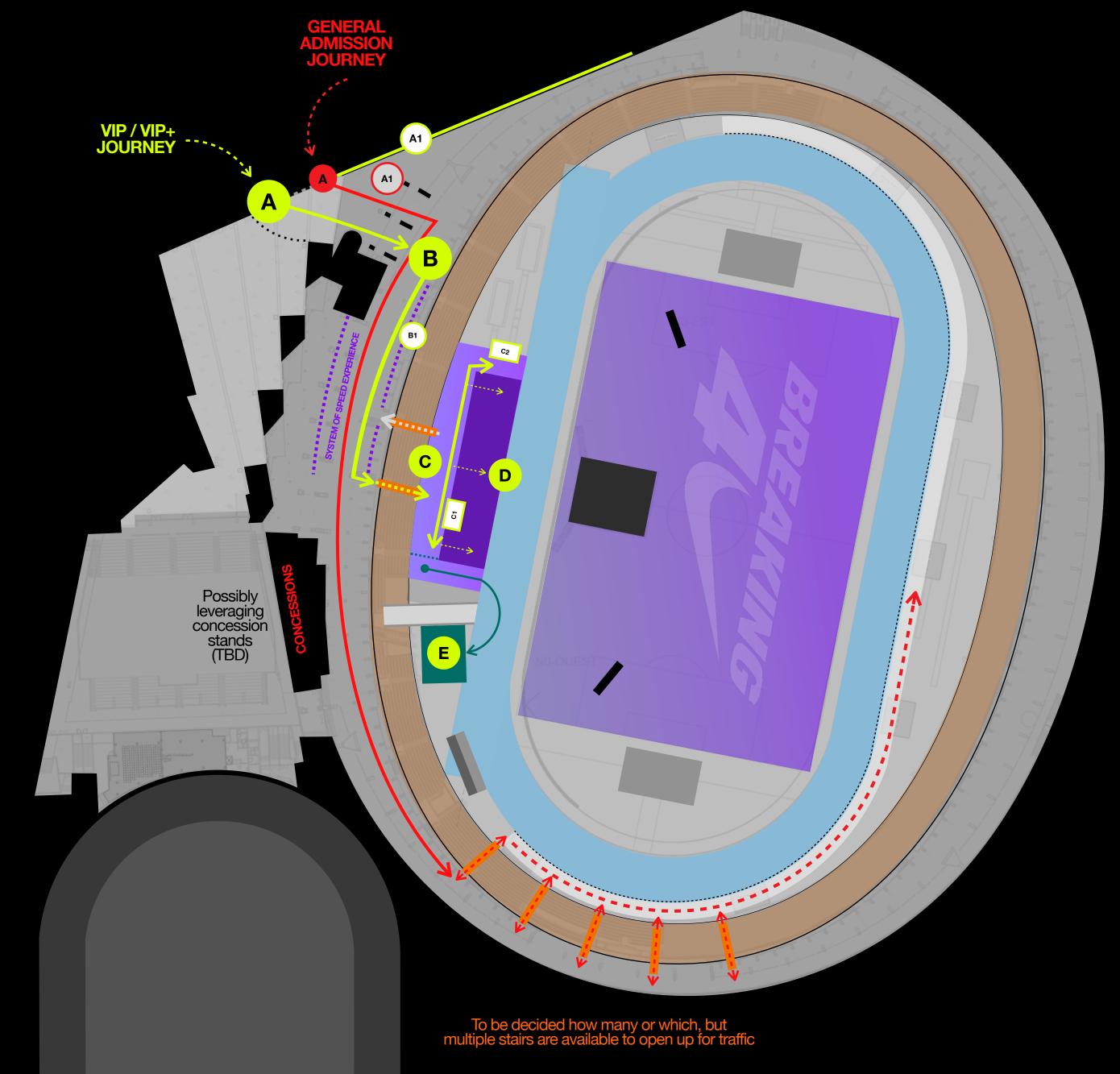
D. VIP Bleachers (Back Loading)

E. VIP+ Bleachers (Front Loading)

GENERAL ADMISSION JOURNEY

A. Stadium Entry

A1. Photo Moment

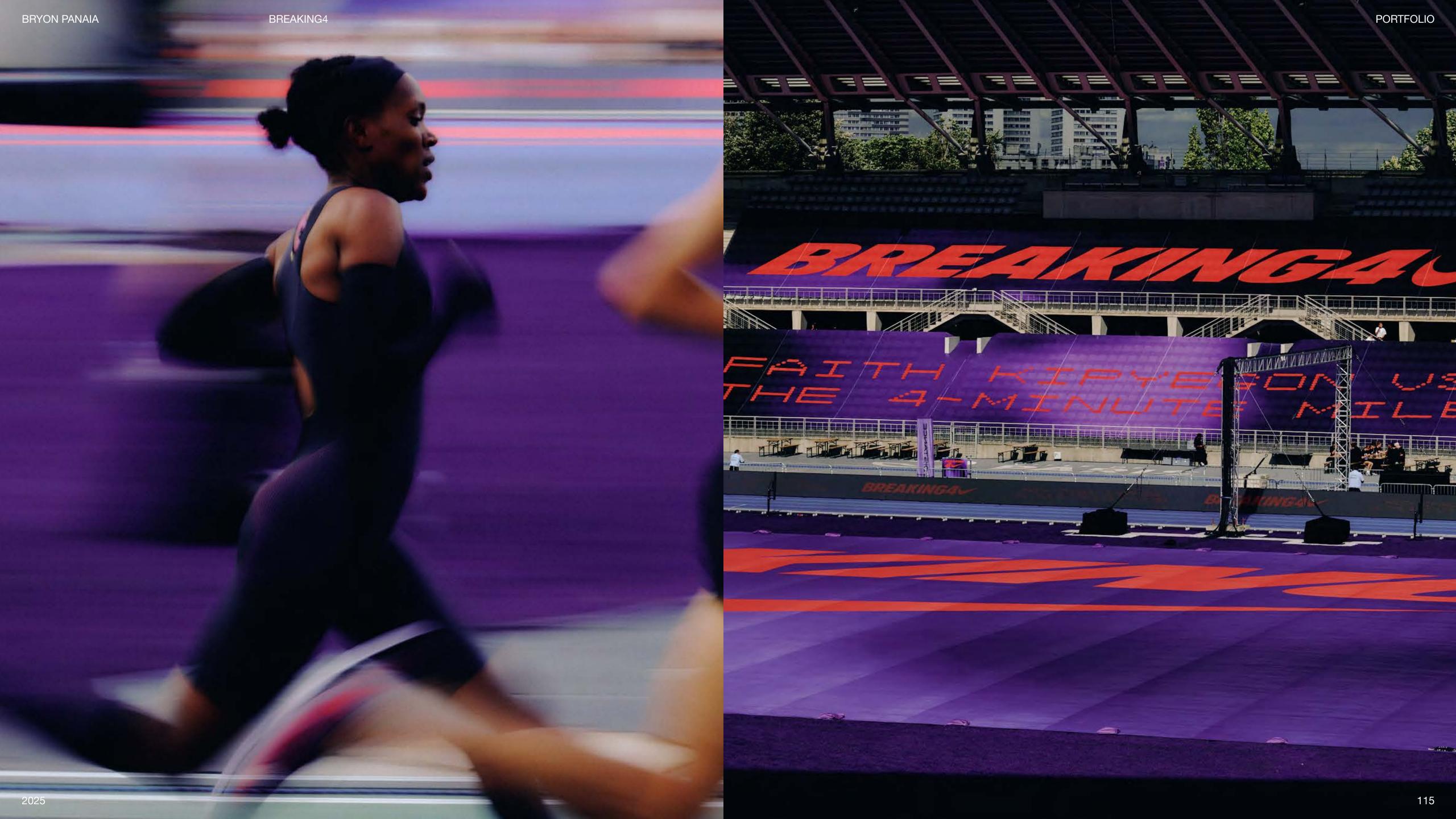


111













118



The spikes worn by Sir Roger Bannister on May 6th 1954 when he broke the 4-minute mile parrier.

pointes portées par Sir Roger Bannister

BRYON PANAIA

BREAKING4



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