

ALY CASILLAS

Creative Director | Experiential Design

Building worlds through storytelling,
collaboration and experience.



ALY CASILLAS

BRINGING BRANDS AND PEOPLE TOGETHER

PEOPLE • CREATIVITY • CONNECTION

I believe creativity has the power to bring people together, inspire new perspectives, and shape how we experience the world.

What I love most about being a creative director is turning ambitious ideas into meaningful experiences. I thrive on solving creative challenges, finding the vision within an idea, and collaborating with talented teams to bring it to life. Throughout my career, I've been drawn to the intersection of storytelling, design, and human connection.

At UGG, I lead creative direction for global brand environments and experiences, translating brand stories into immersive spaces, events, and design systems that invite people to explore, participate, and connect.

Some of my most rewarding work comes from leading the people behind the creative. I love developing designers, collaborating across disciplines, and pushing ideas further together. I'm equally energized by imagining what an experience could be and navigating the challenges of making it real.

What draws me to Figma is its belief in the power of creativity and collaboration, and its commitment to empowering people to bring their ideas to life. As someone who uses Figma in my own creative process, I'm especially excited by the opportunity to help bring that spirit beyond the screen.

Creating experiences for a community of designers and makers, particularly through Config, feels like a natural next chapter where I could bring my passion for world-building, creative leadership, and meaningful human connection.

Thank you for considering my work. I'd love the opportunity to connect.




Feel House is a multi-sensory community space that exists to make self-expression comfortable for all.
ENTER OUR WORLD.
UGG
FEEL HOUSE
NEW YORK, NY

FEEL HOUSE

REIMAGINING HERITAGE THROUGH EXPERIENCE

NYC • AW25 • Pinnacle Brand Experience

Designing UGG's pinnacle community experience and establishing the brand's first immersive heritage storytelling platform.

Challenge

While UGG’s products are globally recognized, the brand lacked a dedicated environment to tell its deeper heritage story and engage its creative community. Feel House offered an opportunity to establish a new experiential expression of the brand.

Opportunity

Translate UGG's purpose, principles, archives, collaborators, and iconic products into an immersive environment designed to create emotional connection, advocacy, and enduring brand memory.

Contribution

Creative Direction
Experience Strategy
Spatial Storytelling

Agency Leadership
Material Strategy

Executive Alignment
Production Oversight

FEEL HOUSE

BUILDING HERITAGE THROUGH SPACE

NYC • AW25 • Pinnacle Brand Experience

Brand archives, materiality, and cultural storytelling informed a three-level experience designed to cultivate emotional connection, participation, and brand advocacy.



THE EXPERIENCE JOURNEY

FLOOR 01

Heritage
Archives
Founding Story

FLOOR 02

Community
Workshops
Connection

FLOOR 03

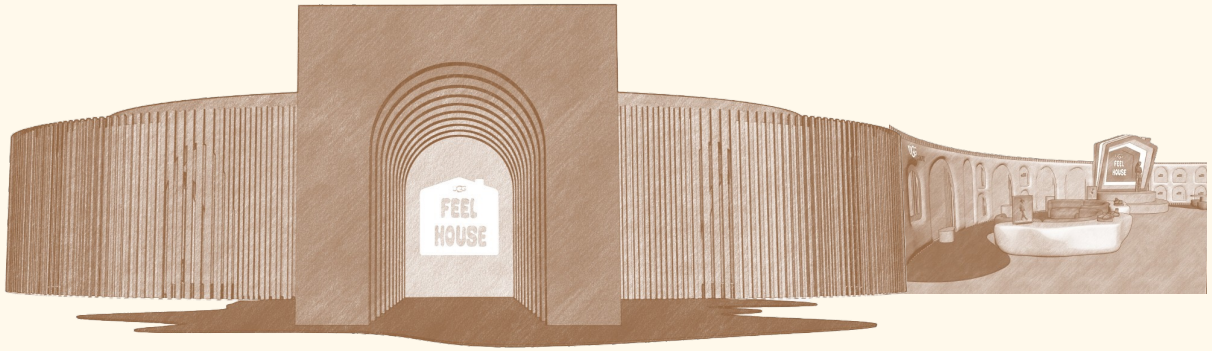
Retail
Discovery
Advocacy

FEEL HOUSE

TRANSLATING HERITAGE INTO EXPERIENCE

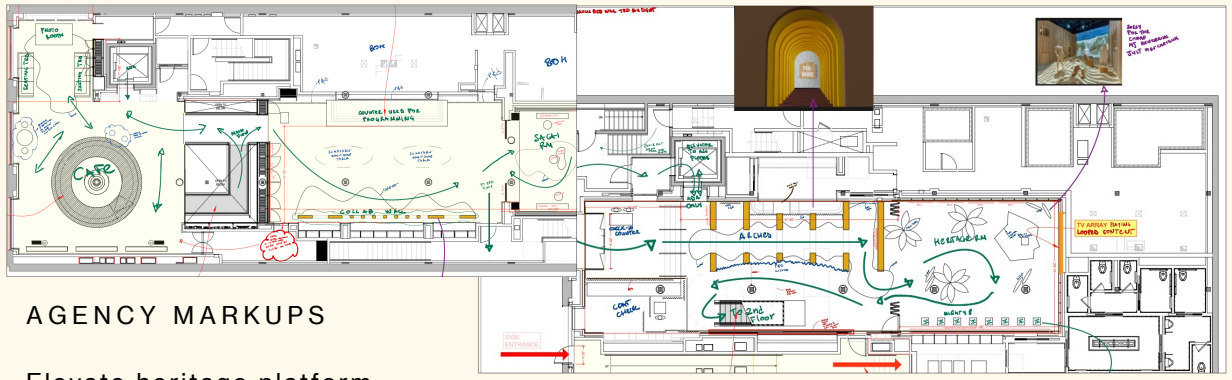
NYC • AW25 • Pinnacle Brand Experience

Led the evolution of UGG's heritage storytelling platform through spatial concept development, agency collaboration, and iterative creative direction.



SKETCHES

Defining spatial hierarchy, pacing, and emotional sequencing through spatial storytelling.



AGENCY MARKUPS

Elevate heritage platform
Simplify storytelling sequence
Strengthen emotional pacing



EARLY RENDERS

Exploring how archives, materiality and participation could coexist within a multi-level environment.



FINAL DIRECTION

Refined an immersive experience balancing heritage, community and discovery while establishing UGG's first storytelling environment.



ARRIVAL



HERITAGE STORYTELLING



CREATIVE COMMUNITY



PRODUCT DISCOVERY


UGG
UGG SEASON
UGG

UGG SEASON

BRINGING SEASONAL STORYTELLING INTO EXPERIENCE

GLOBAL BRAND ENVIRONMENTS • F26 UGG Season

Bringing UGG's philosophy of feeling into an outdoor experience shaped by seasonal storytelling, hospitality, and participation.

Challenge

Translate UGG's seasonal brand story into a cohesive live experience, connecting spatial design, hospitality, and programming to create meaningful opportunities for participation.

Opportunity

Bring people together through an immersive expression of UGG Season – inviting discovery, encouraging connection, and leaving a lasting impression of the brand.

Contribution

Creative Direction

Experience Strategy

Spatial Storytelling

Sensory Framework

Material Palette Development

Translated seasonal storytelling into a unified experiential direction, shaping how guests encounter, engage and remember UGG.



UGG SEASON

BRINGING THE SEASONAL BRAND STORY TO LIFE

GLOBAL BRAND ENVIRONMENTS • F26 UGG Season

Five experience principles guided the guest journey, connecting hospitality, participation, storytelling, and spatial design into a cohesive brand experience.

EXPERIENCE PRINCIPLES

Hospitality

Create a welcoming environment that invites guests to settle in and connect.

Ritual

Build opportunities to engage, explore, and become part of the experience.

Storytelling

Bring the seasonal brand narrative to life through space, materials, and detail.

Emotional Pacing

Shape the guest journey through moments of anticipation, discovery and connection.

Cohesion

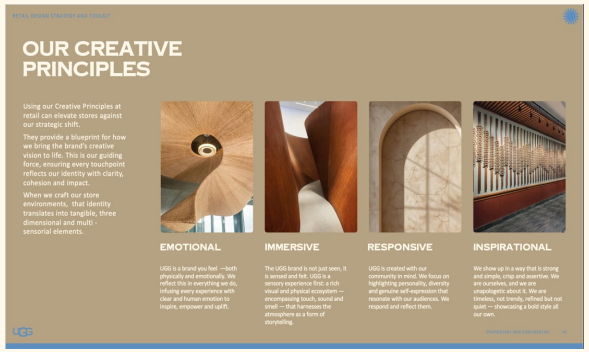
Connect every touchpoint through a shared visual and material language

UGG SEASON

THE DESIGN EVOLUTION

GLOBAL BRAND ENVIRONMENTS • F26 UGG Season

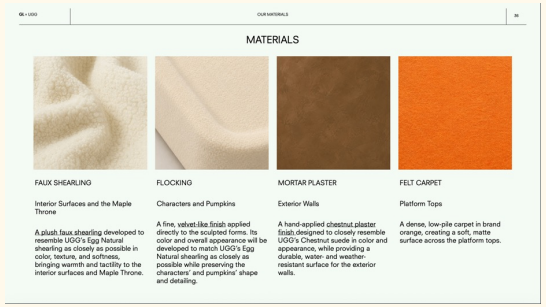
Translating UGG's philosophy of feeling into an outdoor brand experience, bringing seasonal storytelling to life through tactile materials, playful installations, and opportunities to gather and participate

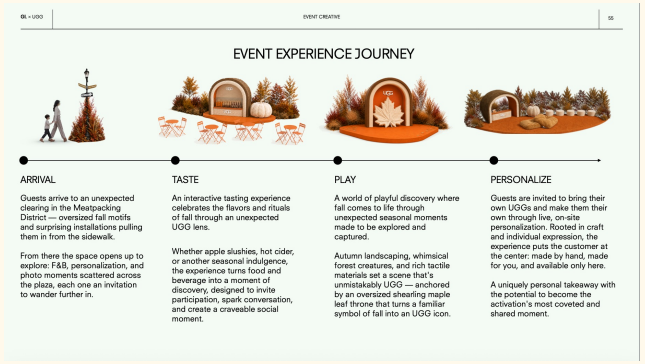




FOUNDATIONS

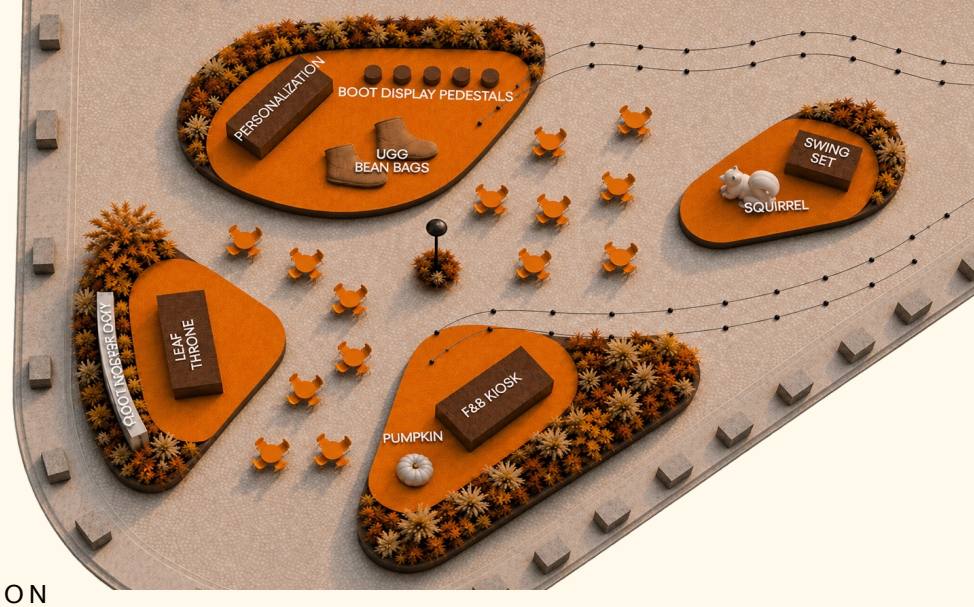
Grounding the concept in UGG's creative principles, using softness, warmth and tactile expression to shape a welcoming seasonal environment





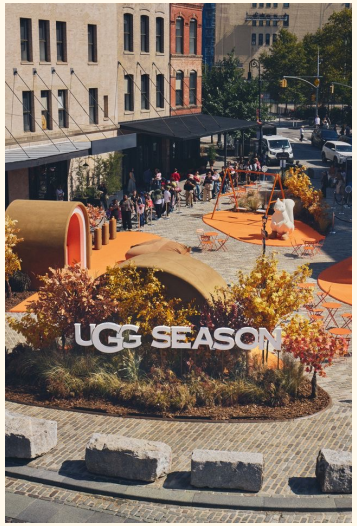
REFINEMENT

Refining material palettes, sculptural forms, and spatial layouts with agency partners to create a cohesive experience across installations and guest touchpoints.



EXPLORATION

Organized the plaza into distinct zones for connection, product discovery, personalization, refreshments, and playful photo moments, creating an intuitive guest journey.







FINAL EXPERIENCE

Bringing the concept to life through immersive installations and hands-on interactions, inviting guests to explore, personalize, and connect with the brand.


UGG
UGG
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UGG

GLOBAL CONFERENCE

BRINGING SEASONAL STRATEGY INTO SPACE

GLOBAL BRAND CONFERENCE • F27 SEASON

Led the spatial creative direction for UGG's Fall 2027 Global Brand Conference at Ojai Valley Inn, translating seasonal product, marketing, and business strategies into an immersive experience for regional teams.

Challenge

Translate a broad seasonal agenda into a cohesive spatial experience, supporting product presentations, vignette walkthroughs, styling seminars, and an apparel launch.

Opportunity

Give regional teams an immersive understanding of the season, bringing product stories and styling direction into physical spaces that encourage discovery, learning and exchange.

Contribution

Spatial Creative Direction

Immersive Environment Design

Product Vignette Development

Styling Seminar Environments

Apparel Launch + Presentation Spaces

Created a unified environmental expression of Fall 2027, connecting seasonal storytelling, product discovery, and event programming.

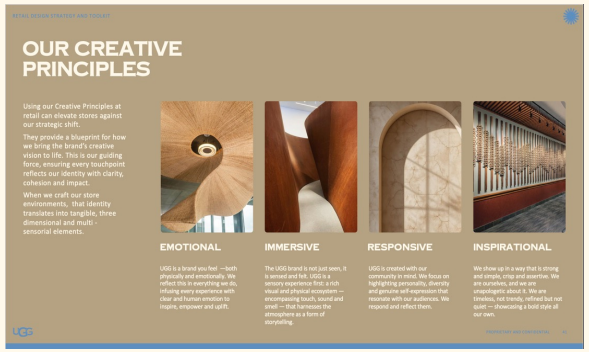


GLOBAL CONFERENCE

FROM BRAND PRINCIPLES TO SPATIAL EXPERIENCE

GLOBAL BRAND CONFERENCE • F27 Season

Translating UGG's philosophy of feeling into an immersive brand environment through tactile materials, sculptural forms, and moments of discovery, connection and play

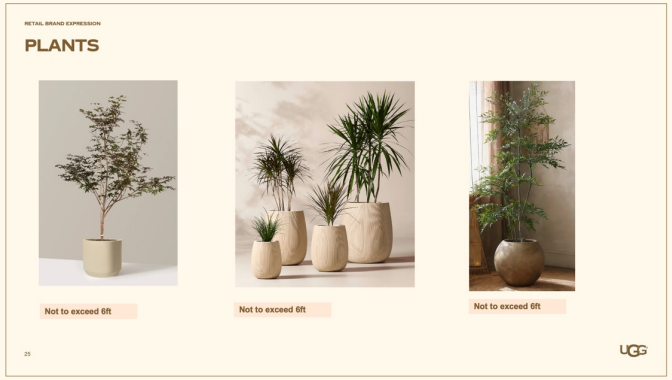




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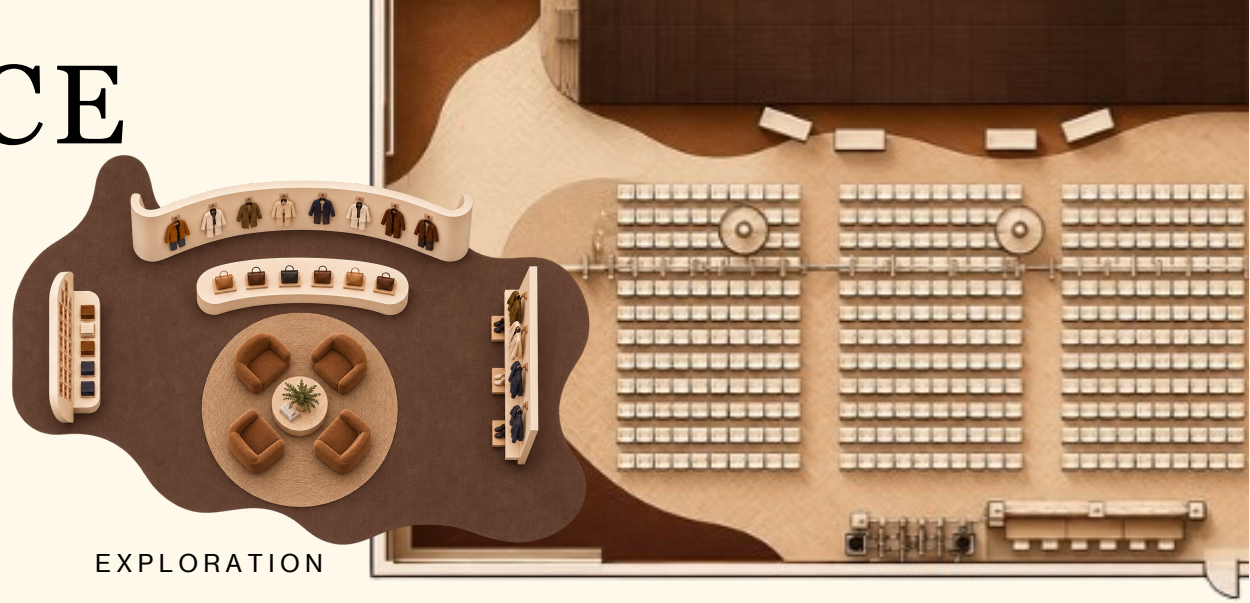
Establishing the creative foundation through UGG's brand principles, translating emotional storytelling into a warm, tactile, and welcoming spatial experience





REFINEMENT

Evolving the creative direction through material exploration, spatial planning, and agency collaboration to create a cohesive experience across environments and guest touchpoints.



EXPLORATION

Mapped the guest journey across product discovery, styling seminars, immersive installations, and gathering spaces, creating a cohesive experience that supported the conference agenda.



FINAL EXPERIENCE

Bringing the creative vision to life through immersive installations, sculptural environments, and interactive moments that invite guests to experience the brand.



STYLING & EDUCATION



PRODUCT DISCOVERY



IMMERSIVE ENVIRONMENTS



COMMUNITY & CONNECTION



F26 HOLIDAY

ESTABLISHING CHESTNUT AS HOLIDAY

GLOBAL RETAIL ENVIRONMENTS • AW26 • Seasonal Platform

Leveraging UGG's strongest material and color equity, I established "Chestnut is Holiday" as an emotional territory rooted in warmth, gifting, and tactile familiarity. The concept translated an existing seasonal framework into a scalable holiday expression influencing retail, campaign, and lookbook storytelling.

Challenge

Holiday storytelling historically leaned on decorative seasonal cues that lacked connection to UGG’s most enduring brand equities, limiting the opportunity to build a more ownable and scalable emotional expression.

Opportunity

Leverage chestnut as UGG's most recognizable color and material code, to establish a holiday world rooted in warmth, gifting, and familiarity while informing storytelling across retail, campaign, and lookbook experiences.

Contribution

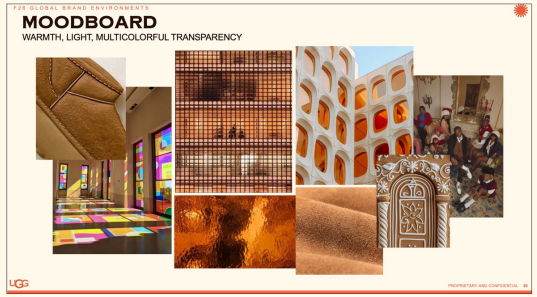
- Authored "Chestnut Is Holiday" as the foundational creative premise for F26 Holiday.
- Established a distinctive material, color, and storytelling language rooted in UGG's chestnut equity.
- Developed sculptural props, gifting systems, and environmental concepts for seasonal retail expression.
- Extended the creative direction into campaign and lookbook imagery, connecting storytelling across channels.

F26 HOLIDAY

TRANSLATING SEASONAL PRINCIPLES INTO A HOLIDAY WORLD

GLOBAL RETAIL ENVIRONMENTS • AW26 • Seasonal Platform

Evolved the seasonal design framework into a distinctive holiday world, translating chestnut through sculptural forms, materiality, gifting moments, and immersive environments.





SEASONAL FRAMEWORK

Defining spatial hierarchy, pacing, and emotional sequencing through material, color and environmental principles.





CREATIVE TRANSLATION

Extend chapter language
Translate materiality into recognizable chestnut objects
Develop scalable gifting systems supporting retail storytelling



HOLIDAY EXPRESSION

Adapting established seasonal principles into a holiday-specific world through gifting moments, chestnut objects and immersive set design.





CROSS-CHANNEL EXPRESSION

"Chestnut Is Holiday" extended beyond retail to establish a recognizable visual and material language across campaign imagery, gifting experiences, and environmental communications.

F26 HOLIDAY

CONCEPT INFLUENCE ACROSS CHANNELS

GLOBAL RETAIL ENVIRONMENTS • AW26 • Seasonal Platform

Extending beyond retail, "Chestnut is Holiday" evolved into a scalable storytelling system influencing campaign imagery, gifting moments and environmental communications.



CAMPAIGN + GIFTING SYSTEMS

Creative direction informed holiday imagery, set builds and gifting moments, establishing a scalable storytelling language for seasonal expression.



RETAIL EXPRESSION + ENVIRONMENTAL GRAPHICS

Seasonal principles translated into immersive retail environments, while the graphic motif established continuity across environmental communications.



BUILDING SYSTEMS FOR SCALE

REFRAMING RETAIL BRAND EXPRESSION

UGG • RETAIL BRAND EXPRESSION • 2023-PRESENT

When I joined UGG, Retail Brand Expression was still emerging as a function. Environments were largely conceived as downstream applications of campaign creative. I helped shift Retail Brand Expression upstream in the go-to-market process, connecting environmental design more directly to product intent, materiality, and brand storytelling.

Where We Started

- Campaign-led development
- Limited prototyping and material exploration
- Compressed regional timelines
- Product stories disconnected from physical space

What Changed

- Embedded Product Design partnership
- Environmental prototyping
- Retail Environment Toolkit
- Brand codes codified in space
- Repeatable storytelling framework

Impact

- Flagship → Experiential Destination
- Feel House → Community & Hospitality
- Holiday → Seasonal Storytelling
- Toolkit → Global Expression System

RETAIL DESIGN TOOLKIT

DESIGNING THE SYSTEM BEHIND HOW UGG FEELS IN SPACE

GLOBAL RETAIL ENVIRONMENTS • Evergreen Design Framework

Established an evergreen framework translating UGG's brand values into physical environments and creating a shared language used across concepts, campaigns, flagships and fixture systems.

Challenge

UGG lacked a codified framework for expressing its purpose, principles and visual identity consistently across physical experiences.

Opportunity

Establish a scalable environmental design system that translates brand values, product storytelling, and creative principles into cohesive, distinctly UGG experiences.

Authorship

Defining how environments should feel, behave and create emotional connection.

Translating brand codes into spatial expression, materiality and storytelling.

Curating the visual vocabulary for light, texture, form, color and tactility.

Impact

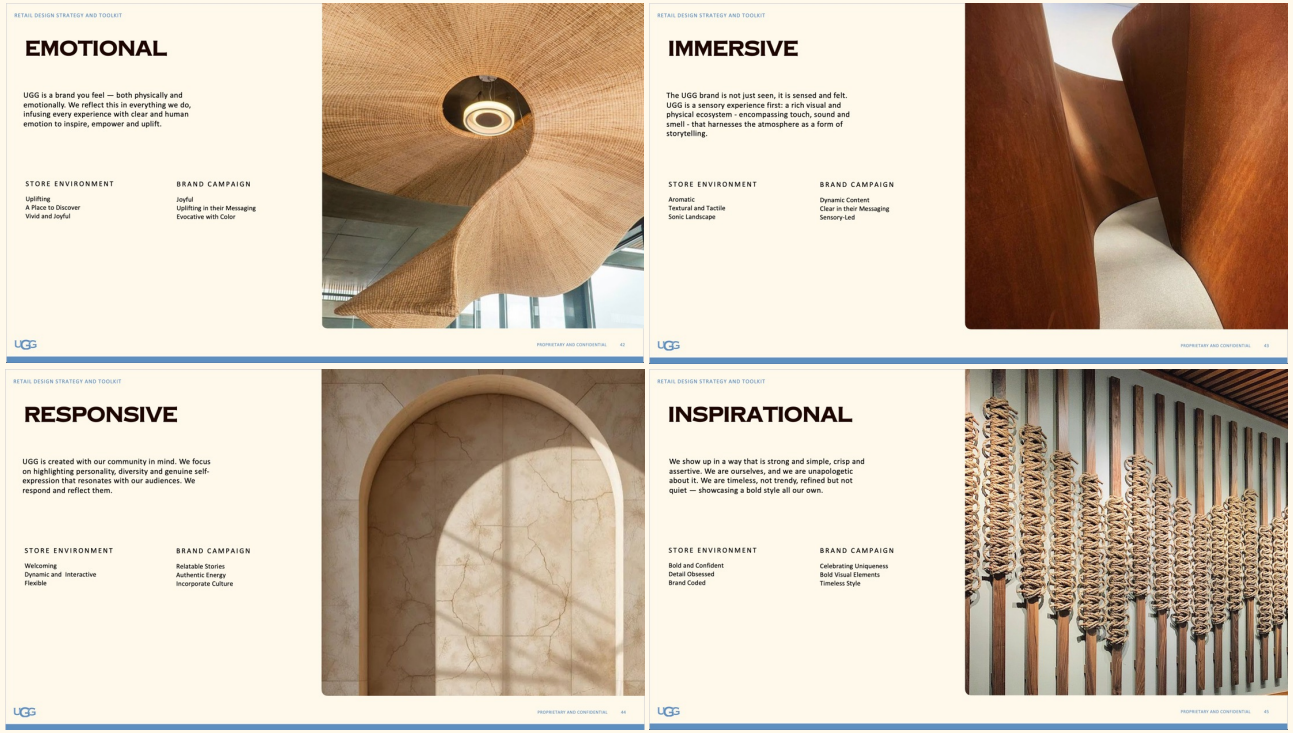
- Established a shared creative language for Global Retail Environments
- Informed Brand VC translation into retail
- Referenced in seasonal concepts, flagship briefs and fixture systems
- Extended influence into Visual Experience playbooks, campaign development and adjacent storytelling initiatives.

TOOLKIT FOUNDATIONS

DEFINING HOW UGG SHOULD FEEL IN SPACE

DESIGN PRINCIPLES • BRAND CODES • ENVIRONMENTAL SENSIBILITY

Defined the emotional, behavioral, and sensory principles that guide how UGG environments look, feel, and connect with people.



DESIGN PRINCIPLES

Foundational principles establishing how UGG environments should feel, behave and create emotional connection across concepts, campaigns and permanent retail.



BRAND CODE BEHAVIORS

Creating a framework for translating UGG brand codes into spatial experiences, material expression and hospitality moments.



ENVIRONMENTAL SENSIBILITY

Curating a visual vocabulary for light, texture, scale and tactility to guide how UGG's emotional world is experienced, remembered and felt in space.

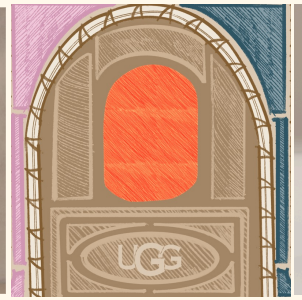
TOOLKIT IN PRACTICE

SCALING A SHARED DESIGN LANGUAGE ACROSS BRAND EXPERIENCES

HOLIDAY • FEEL HOUSE • UGG SEASON • GLOBAL BRAND CONFERENCE

Demonstrating how a shared design language informed environmental storytelling across multiple initiatives.



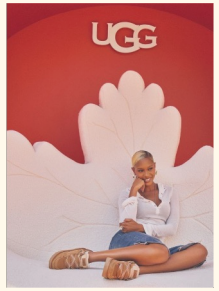




HOLIDAY
Seasonal Expression

Toolkit principles informed Holiday environments, translating arches and materiality into a seasonal expression rooted in warmth, celebration and discovery.

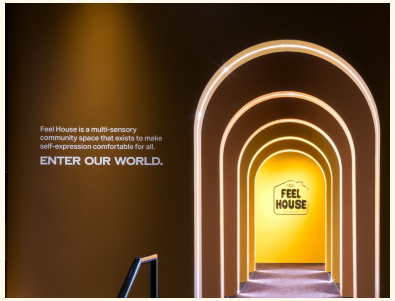






UGG SEASON
Seasonal Expression

Toolkit principles guided UGG Season's material palette, spatial storytelling and guest touchpoints, translating the brand's philosophy of feeling into an immersive outdoor experience.







FEEL HOUSE
Experiential Expression

Brand code behaviors guided the development of a hospitality-driven environment centered on participation, ritual and community.







GLOBAL BRAND CONFERENCE
Event Expression

Toolkit principles informed the conference's spatial design, material palette and branded touchpoints, creating a cohesive environment that brought UGG's identity to life for a global audience.