

# Shallin Mayher

Creative Direction  
Strategic Brand + Product Design

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## Experience

### Design Director — wisp

#### Nov 2020 - present

At wisp I was hired to lead an in-house rebrand from strategy to execution and build a creative team. I currently oversee all marketing and product designers and our team's creative output. Other areas of focus include: cross-channel campaign concepting and improving user experience, organizing and art-directing photo shoots, leading our curated artist partnership packaging program, coordinating and managing freelancers to ensure effective project and resource management.

### Creative Director — AskNicely

#### July 2019 - Jan 2020

I was brought on to lead in the overhaul of the brand to streamline their visual and content communications. I also concepted, designed, and helped facilitate the launch of their mobile app, the largest product launch in company history. I managed contractors, worked with senior leadership members and the product team cross-continentially to develop appropriate digital campaigns to help increase brand awareness and product demo bookings.

### Independent Creative Director, Designer, Brand Strategist

#### Oct 2015 - Nov 2020

I worked with both independent clients and agencies to build B2B and D2C brands and of all sizes by enabling them to find their inner hero and tell their story. With the use of research, workshop facilitation, and design, I both lead creative direction and executed the appropriate visual and content deliverables necessary for sustained growth.

**Select clients and studios:** 1000watt, Benchmade, Business for a Better Portland, Context Partners, Electronic Arts, Fort West, Harlow Hotel, HUB Collective, IMBA: Int'l Mountain Bike Assn, K2 Sports, Lazarus Naturals, Multnomah Group, Oregon Community Foundation, PDX Bridge Festival, Plastic Sunshine, Providence Health Care, Skylight Collective, Smith & Connors, UNICEF

### Brand Designer — Elemental Technologies / Amazon Web Services

#### June 2014 - Oct 2015

At Elemental, I illustrated and laid out 3D booth designs for use in trade shows and created high-quality and professional print collateral and digital assets for web use to expand the depth of the Elemental Technologies brand before and during its acquisition by Amazon.

### Visual Designer — Powerhouse Brands

#### May 2013 - June 2014

Here I worked on a variety of projects from print to digital for clients like Subway and Nike on their promotional materials related to the gift card network. I art-directed photography sessions, concepted printed guide layouts, and created digital illustrations.

## Skills

Art direction  
Brand development  
Brand strategy  
Concepting  
Copywriting  
Creative direction  
Project management  
User research  
UX strategy & vision  
Visual design  
Wireframing  
Workshop facilitation

## Tools

Adobe Suite  
Asana  
Figma  
InVision

## Education

### AAS - Graphic Design

PCC / 11 - 13

### Visual Arts Applications

NC State University / 04 - 05

### Communications + Mass Media

University of NY In Prague / 03 - 04

## Affiliations

11 - 13 - President's List 3.74 GPA

### 09 - present

AIGA Member  
Soc. of Publication Design Member

## Awards

### Design Equity Tournament

2018 People's Choice Award

## Volunteer

### Community

NET: Neighborhood Emergency Team  
Q Center

### Event Assistant

PICA / TBA Festival  
Design Week Portland