

Shallin Mayher

Creative Direction
Design Systems
Strategic Digital + Product Design

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Experience

Hinge Health

Digital Design Lead | Dec 2022 – present

- Grow, shape, and own our web design system for visual and strategic brand alignment across the Marketing and Product teams to ensure scalability and usability.
- Own visual design direction across all web properties to enhance user experience and ensure a consistent brand expression.
- Partner with CRO and Demand Gen. owners to derive insights from Google Analytics, Mixpanel, and other data-collection tools to help inform design decisions, roadmap priorities, and website optimization opportunities.
- Provide regular, direct, and impactful feedback in QA sessions and design/code reviews to ensure high-quality execution to continuously up-level the team's digital design output.
- Partner with Design System and Marketing website engineers to develop comprehensive documentation and training to ensure our web kit users and Contentful users can create, build, and design quickly and effectively.
- Actively mentor designers, helping them grow their skills and design toolkit.

wisp

Design Director | Sept 2021 – June 2022

- Recruited, mentored, and grew the creative team. I built a team of internal designers and external contractors to ensure all creative output — ads, website, landing pages, campaigns, video, packaging/print, etc. — were on time, on brand, and on budget.
- Designed and shipped an improved product page and checkout experience, decreasing the flow's bounce rate by 17%.
- Built the well-performing framework for our first Artist Partnership Program which involved sourcing and managing underrepresented illustrators to help elevate our brand packaging and allowed the brand to better show up for our mission. This effort led to wisp's best-performing campaign of 2021.

Founding Designer | Dec 2020 – Sept 2021

- Led a successful in-house rebrand initiative from strategy to execution. Designed wisp's first web design system and brand guidelines for Marketing and Product, saving the marketing and engineering teams 2+ hours a week.
- Partnered with marketing leads to concept campaigns and led art direction for multiple photoshoots. I ensured cross-departmental needs were met and provided day-of design direction, amassing hundreds of proprietary images.
- Determined the creative direction for the first email style guide, which informed the design of 13 flows and a combined 41+ emails. This work helped increase monthly email revenue from \$27k to \$130k and saved the design team 4+ hours per week.

AskNicely

Creative Director | July 2019 – Jan 2020

- Streamlined all brand visuals and content marketing efforts by designing templates for the sales team to utilize, saving them 20+ hours per week.
- Concepted, designed, and facilitated the marketing launch of AskNicely's mobile app, the largest product launch in company history.
- Worked with the content lead, senior leadership members, and the product team cross-continentially to develop digital campaigns to help increase brand awareness and product demo bookings.

Skills

Art direction
Brand development
Brand strategy
Concepting
Creative direction
Creative leadership
Design systems
Project management
User research
UX/UI
Visual design
Wireframing
Workshop facilitation

Tools

Adobe Suite
Asana
Figma
Storybook
Jira

Recent Certifications

Design System Bootcamp
Maven
To be completed in May 2024

Developing as Design Manager
Rethink | Feb 2024

Ascend Leadership Program
Arise Leadership | April 2022

Affiliations

AIGA Member
2009 - present

Awards

Design Equity Tournament
2018 People's Choice Award

Volunteer

NET: Neighborhood
Emergency Team
Q Center