

Shallin Mayher

Creative Direction
Design Systems
Strategic Digital Product Design

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Experience

Digital Design Lead — Hinge Health | Dec 2022 - present

- Grow, shape, and own our web design system, to ensure visual and strategic brand alignment with the Marketing and Product teams, ensuring scalability and usability.
- Own visual design direction across all web properties to enhance member experience, assuring our brand expression is consistent.
- 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 performance opportunities.
- Develop and provide comprehensive documentation and tooling training to ensure our web kit and Contentful users can create, build, and design quickly and effectively.
- 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.
- Actively mentor fellow designers, helping them grow their skills and design toolkit.

Design Director — wisp | Nov 2020 - May 2022

- Lead 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.
- Paired 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 proprietary images.
- Recruited, mentored, and grew the creative team: 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.
- Set the creative direction for the first email toolkit and style guide (informing the design of 13 total flows, with a combined 41+ emails) helping to grow monthly email revenue from \$27k to \$130k and saving the design team 4+ hours per week.
- Shipped an improved product page and check-out experience, decreasing the overall flow bounce-rate by 17%.
- Built the well-performing framework for our first Artist Partnership Program, including sourcing and managing underrepresented illustrators to help elevate our brand packaging, allowing the brand to better show up for our mission. This effort led to wisp's best-performing campaign of 2021.

Creative Director — AskNicely | 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 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
Copywriting
Creative direction
Design Systems
Project management
User research
UX strategy & vision
Visual design
Wireframing
Workshop facilitation

Tools

Adobe Suite
Asana
Figma
Jira

Affiliations

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

