

# Shallin Mayher

Creative Direction  
Strategic Brand + Product Design

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## Experience

### Design Director – wisp | Nov 2020 - May 2022

- Lead a successful in-house rebrand initiative from strategy to execution. Designed wisp's first digital design system and brand guidelines for marketing, saving the marketing and engineering teams 2+ hours a week.
- Concepted campaigns with marketing leads and lead art direction for 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.
- Reskinned the marketing site, including a new grid and type system, and shipped an improved product page and check-out experience, raising the overall site 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.

### Independent Creative/Art Director, Designer | May 2013 - present

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

**Select clients and studios:** 1000watt, Benchmade, BBPDX, Electronic Arts, Fort West, HUB Collective, K2 Sports, Lazarus Naturals, Multnomah Group, OCF, Plastic Sunshine, Providence Health Care, Skylight Collective, Smith & Connors, UNICEF

## 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

**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