

Shallin Mayher

Senior brand and digital design leader
building thoughtful brands, scalable systems,
and stronger creative teams.

shallin.mayher@gmail.com
Portland, OR

shallinmayher.com
in/shallinmayher

EXPERIENCE

Brand Design Lead

CADENCE · SEPTEMBER 2025 – JUNE 2026

- Reimagined and rebuilt Cadence's brand as the company progressed from Series B to Series C, evolving the identity across web, campaigns, publications, sales materials, motion, and customer communications.
- Led the end-to-end redesign of Cadence's marketing website and created a modular, responsive system for audience storytelling, product education, clinical evidence, landing pages, and campaign launches.
- Partnered with marketing, product, content, clinicians, and engineering to translate complex clinical AI and chronic-care narratives into clear, audience-specific digital experiences.
- Delivered a 28-page outcomes report and companion microsite in eight days following contractor turnover, preserving a critical launch while raising the quality bar.

Senior Designer / Art Director

FACTOR · MAY 2025 – SEPT 2025

- Developed the art direction for a Google email series promoting a key program.

Independent Brand Consultant

AUG 2024 – MAY 2025

- Built brand identities, positioning, and flexible design systems for healthcare, maternal care, and community organizations.

Lead Visual Designer, Web

HINGE HEALTH · DEC 2022 – JULY 2024

- Owned and evolved Hinge Health's marketing web design system through a major rebrand and IPO preparation, improving responsiveness, consistency, quality assurance, and launch speed.
- Led visual direction for high-traffic healthcare experiences across brand, growth, content, and product touchpoints, making complex information clearer for members, employers, and healthcare buyers.
- Partnered with growth, content, product, and engineering to turn performance and clinical insights into scalable improvements across SEO, education, conversion, and brand storytelling.
- Created an individual-contributor design leads group and weekly office hours to strengthen critique, mentorship, peer support, and cross-team visibility.

Founding Designer → Design Director

WISP · DEC 2020 – JUNE 2022

- Built Wisp's sexual-healthcare brand from the ground up across identity, web, product, campaigns, lifecycle, packaging, photography, and social.
- Redesigned product and checkout experiences with product and growth partners, improving the user experience and reducing bounce by 17%.
- Led lifecycle creative direction across 13 flows and more than 41 emails, growing monthly email revenue from \$27K to more than \$130K.
- Planned and art directed three brand photo shoots, producing a library of more than 300 images used across web, paid, organic, and lifecycle channels.

Creative Director

ASKNICELY · JULY 2019 – JAN 2020

- Built scalable templates that reduced weekly design requests by 30% and led creative direction for product launches and international campaigns.

Earlier Experience

INDEPENDENT DESIGNER / STRATEGIST | 2015 - 2019

Partnered with founders and agencies to shape brands, campaigns, and digital experiences.

BRAND DESIGNER, ELEMENTAL | 2014 - 2015

Designed brand, event, and sales materials as the company scaled.

VISUAL DESIGNER, POWERHOUSE BRANDS | 2013 - 2014

Directed photo shoots and designed branded materials for clients including Nike and Subway.

SKILLS

AI-Assisted Workflows
Brand Identity & Visual Systems
Brand Strategy
Creative Direction
Cross-Functional Leadership
Design Systems & Components
Digital Experience & Web Systems
Healthcare & Complex Storytelling
Motion & Visual Storytelling
Product Strategy & Interaction Design

TOOLS + PLATFORMS

Adobe Creative Suite
ChatGPT
Claude Code
Contentful
Cursor
Figma
Framer
GitHub
Midjourney
Paper
Storybook

PROFESSIONAL DEVELOPMENT

Agentic Coding for Designers
Maven · In progress, 2026
AI Creative Strategist Blueprint II
Real Simple Labs · In progress, 2026
Developing as a Design Manager
Rethink · 2024
Ascend Leadership Program
Arise Leadership · 2022

CURRENT PRACTICE

Building two early-stage web and mobile products with React and React Native, using AI-assisted tools to translate product strategy, interaction design, information architecture, and motion into working experiences.

COMMUNITY

NET: Neighborhood
Emergency Team
Taking Ownership PDX