

Nikki M Weiland-Tiffée

2026 Curation



Brand Builds

Back n Balance

A NUCCA chiropractic clinic with a six-person team sought a refreshed brand identity to support patient growth. As they prepared to move into a new office space, they aimed to introduce the updated brand in tandem with the opening.

This clinic is primarily run and functions through the work of dedicated women healers and staff. What was missing in their previous visual materials was a clinical feminism and welcoming structure that these women provided in person.

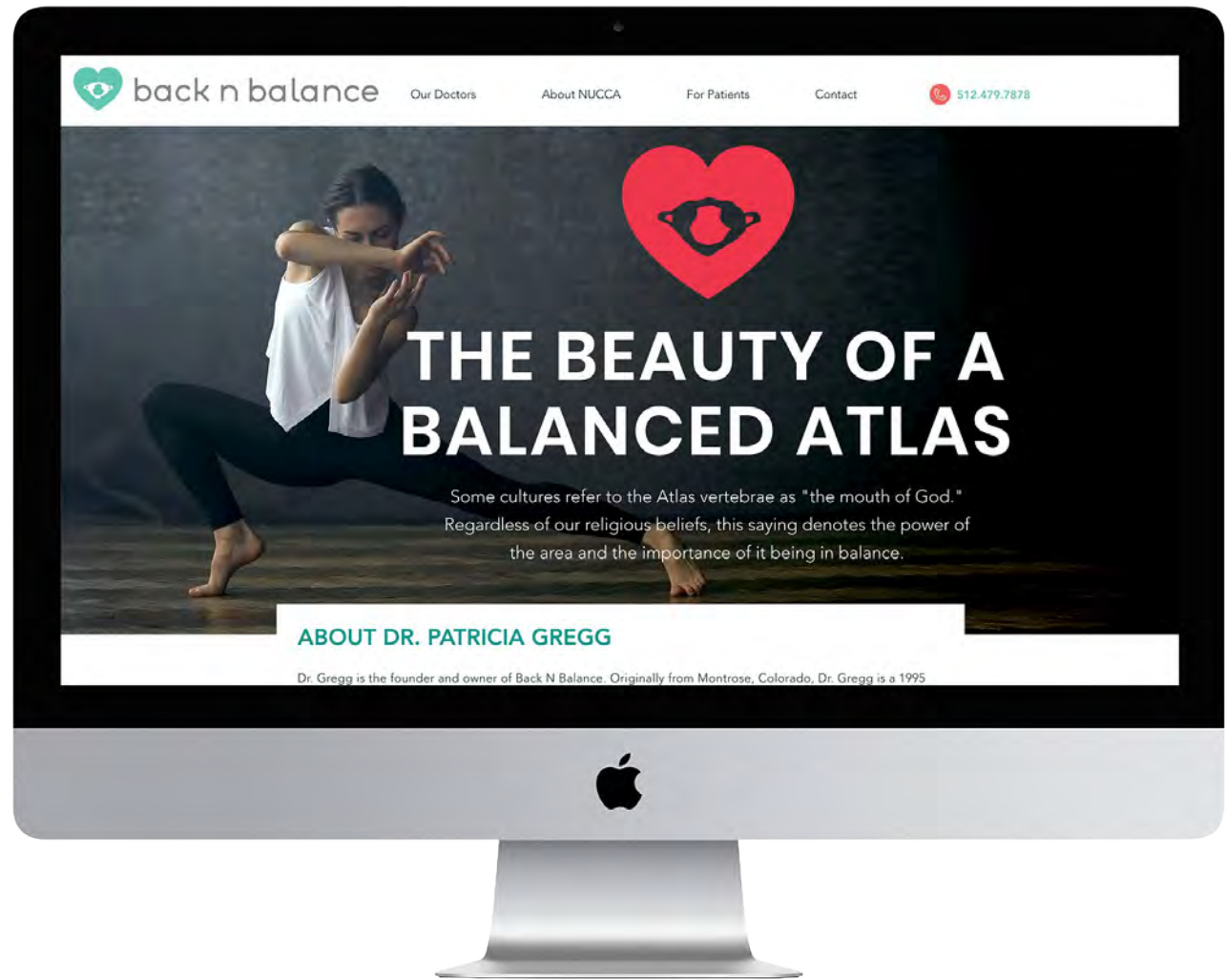
I created a logo using curves throughout and paired it with traditional clinical color combination of a light teal and soft gray. The juxtaposition of this combination defined a resolute professionalism and excellent care.

Deliverables:


1. Logo
2. Copy for website and marketing materials
3. Website, mobile
4. Peripheral marketing materials
5. Paper system
6. Trade show displays
7. Building signage
8. Scrubs and clothing





back n balance





back n balance
 Patricia Gregg, D.C., P.A., DCCJP
 NUCCA CHIROPRACTOR
 drgregg@backnbalanceaustin.com

Your upcoming appointment at Back 'n Balance:

 Date: _____ Time: _____
 2712 Bee Caves Road • Suite 122 • Austin, Texas 78746
To cancel or change appointments within 72 hours of appointment time, please call 512.479.7878

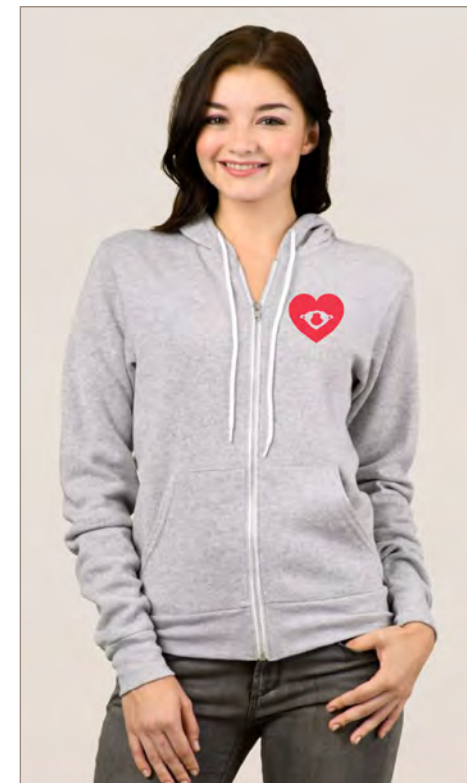



back n balance
 Our doctors, our procedures and being a NUCCA patient.

Headaches? TMJ/TMD?
 Neck Injuries?
Let us take care of you!




back n balance
 Gentle Chiropractors focusing on the NUCCA technique.
512.479.7878
 backnbalanceaustin.com



Folk Botanicals

Prior to being FOLK, this boutique essential oil and skin care business was called St. Selkie.

They wanted a rebrand after deciding that the new name represented their dedication to the simplicity of nature and the community in which they live.

They enlisted my help in designing the logo and labels for all the products as well as developing the brand color palette and peripheral marketing materials.

Deliverables:

1. Logo
2. Copy for website and marketing materials
3. Website, mobile
4. Labels for soaps, body scrubs, aromatherapy sprays, lotions, oils, bath salts, diffuser sprays
5. Paper system
6. Trade show displays
7. Photographic art direction

FOLK
BOTANICALS
aromatherapy & apothecary



Legacy Connect

LegacyConnect is a transportation management organization that started as Plano TMA. They hired me to brand the organization completely, starting with name, tagline and on into the visuals and peripheral materials.

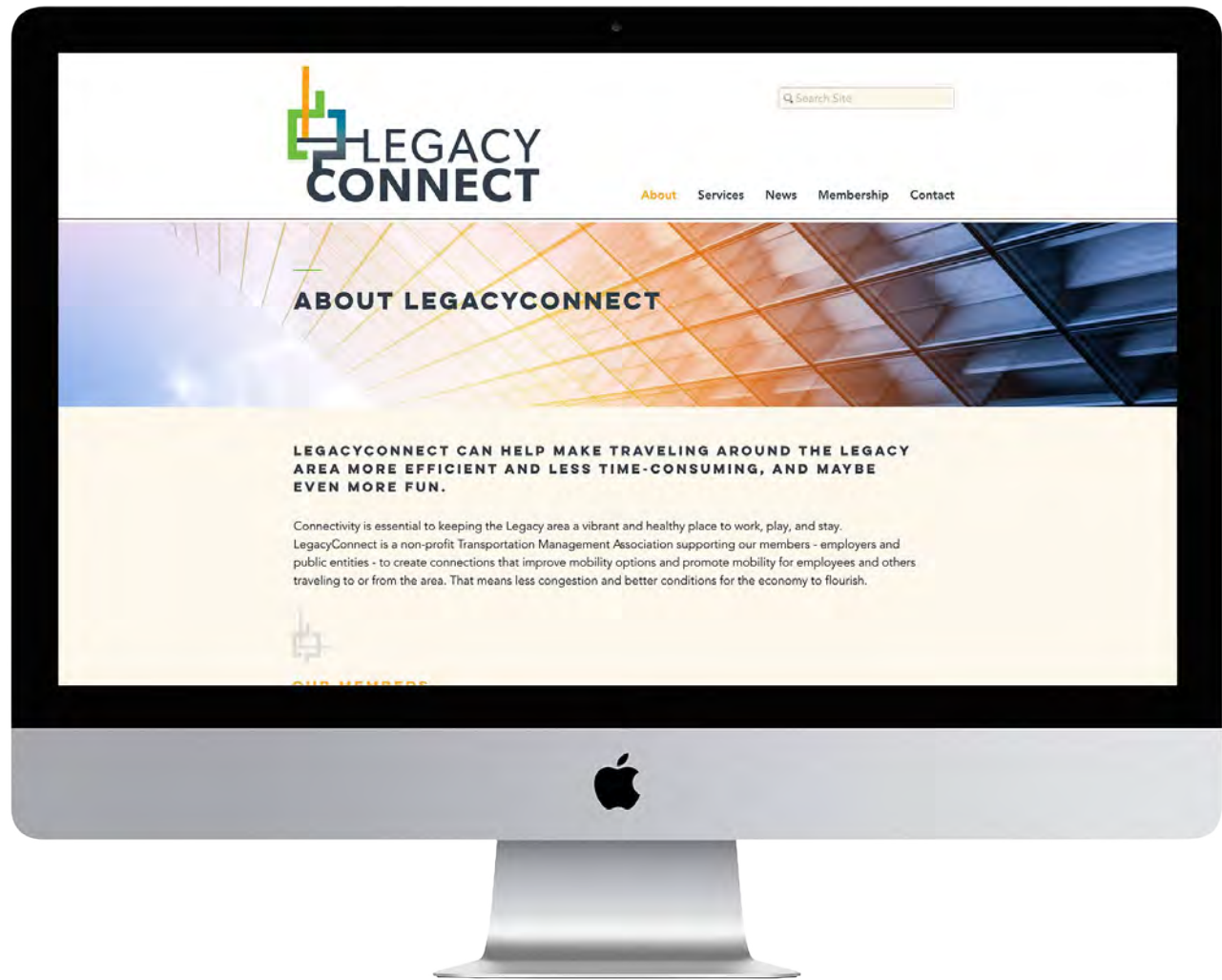
LegacyConnect offers mobility options for the Legacy area in Plano, Texas. This involves interfacing with the public, business owners, property managers and any other stakeholder who lives and/or works in the area. Transportation management offers commute and transit (transportation) options for individuals who regularly come and go into the area.

The brand needed to communicate to the potential partners a sense of professionalism and rubber to the road, so to speak, in helping with reducing the number of single car drivers on the road. Additionally, looking into the future to include smart mobility was also on the table.

Deliverables:

1. Name
2. Tagline
3. Logo
4. Copy editing for website and marketing materials
5. Website, mobile, deck templates
6. Marketing strategy, outreach strategy
7. Social media set up
8. Peripheral marketing materials
9. Maps
10. Infographics





Glenn Gadbois glenn@legacyconnect.solutions
512 294 7446

P.O. Box 251614
Plano, Texas 75025-1614

legacyconnect.solutions

MAKING IT EASIER FOR PEOPLE TO GET WHERE THEY NEED TO GO IN THE LEGACY AREA

GoPASS.org try parking.it.com

Connectivity is the key for vibrant and healthy places to live, work, and play. Yet, often connectivity - getting to work, to lunch, to a meeting, getting home - is frustrating and unpredictable.

LegacyConnect is a non-profit association supporting collaboration between our public and private members for transportation solutions new to Legacy. Small shifts in behavior by a few people will help everyone. Only one in five travelers need to shift how or when they travel to Legacy for a significant reduction in traffic and increase in predictability for everyone.

LEGACYCONNECT FOCUSES ON MEMBER SERVICES.

Businesses have established commute arrangements with their employees, and these arrangements carry a significant investment in facilities (parking), HR (recruitment/retention), etc. LegacyConnect helps our members get and understand data on employees' commuter experiences and consider their options to prepare for a more mobile workforce and future.

Public entities own existing transportation systems critical for your employees and supply chains, and these systems also require significant on-going investments. LegacyConnect is helping our public and private members collaborate to consider new transportation solutions and decide where, when and how best to implement these solutions.

P.O. Box 251614
Plano, TX 75025-1614
469.573.9758
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LEGACYCONNECT CAN HELP MAKE TRAVELING AROUND THE LEGACY AREA MORE EFFICIENT AND LESS TIME-CONSUMING AND MAYBE EVEN MORE FUN.

legacyconnect.solutions

Texas Traditions

This unique business had to start from scratch.

Even the most minute detail was not overlooked. I worked closely with the owner to recreate her Culinary Folk Art business and brand.

I began by developing the overall concept, “the modern country kitchen.” The importance of family gatherings and cooking from old family recipes.

I provided label designs for all fifteen products, designed the packaging, art directed the photo shoot and created the eCommerce web site and sales brochure.

The owner attended trade shows so I designed a movable kitchen complete with a chandelier. Also important were POP sales, so signage and other informational displays were produced.

Deliverables:

1. Tagline
2. Logo
3. Copy editing for website and marketing materials
4. Website, mobile
5. Labels for fifteen products
6. Packaging for 2, 4 and 6 items
7. 25-page catalogue
8. Marketing strategy, outreach strategy
9. Peripheral marketing materials
10. Photoshoot art direction






TEXAS TRADITIONS
Culinary Folk Art

Dianna Howard
Founder-President

P.O. Box 2705
Georgetown, Texas 78627
512.863.7291
800.547.7062
Fax 512.869.6212
www.texastraditions.com



Movability

Movability is a transportation management organization that started as Downtown Austin TMA. They hired me to brand the organization completely, starting with name, tagline and on into the visuals and peripheral materials.

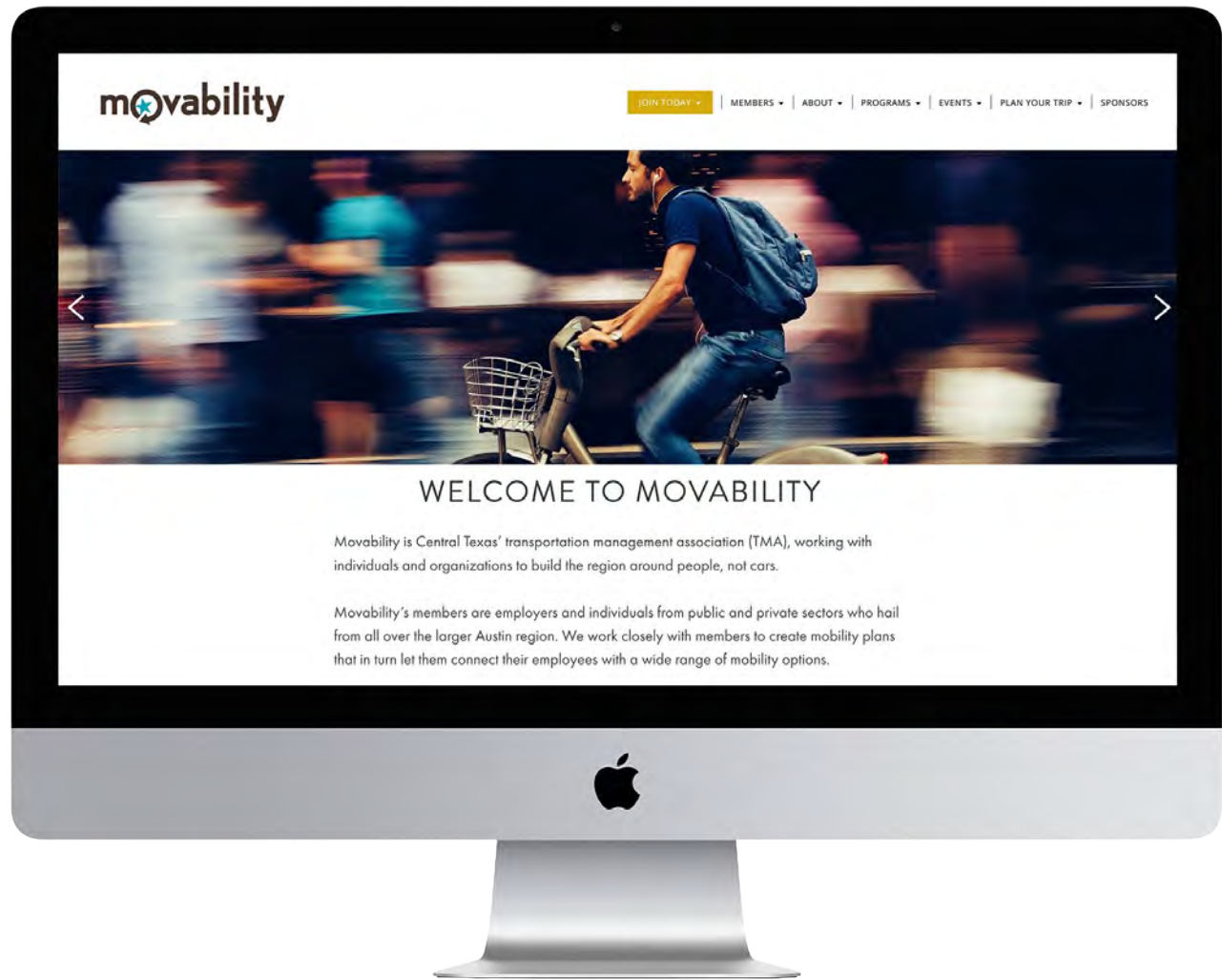
Movability Austin offers mobility options for the downtown business district in Austin, Texas. This involves interfacing with the public, business owners, property managers and any other stakeholder who lives and/or works in the area. Transportation management offers commute and transit (transportation) options for individuals who regularly come and go into the area.

The brand needed to communicate to the potential partners a sense of professionalism and rubber to the road, so to speak, in helping with reducing the number of single car drivers on the road. Additionally, looking into the future to include smart mobility was also on the table.

Deliverables:

1. Name
2. Tagline
3. Logo
4. Copy editing for website and marketing materials
5. Website, mobile, deck templates
6. Marketing strategy, outreach strategy
7. Social media strategy
8. Peripheral marketing materials
9. Maps
10. Infographics





movability

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www.movabilityaustin.org

movability

Let us help your employees leave commute frustrations behind, improve productivity and your bottom line.

20/20 MOBILITY SOLUTIONS INITIATIVE
Central Texas companies and their employees becoming part of the solution.

WHAT > WE DO

for your employees

Our services promote employee well-being and a productive work environment. Here's how:

Individualized Marketing: Some of your employees may be frustrated by traffic, the high cost of commuting, or simply want to make better use of their morning and evening time. But, driving is a well-entrenched habit and changing habits alone is hard.

- We identify employees who are frustrated, identify the causes, help them identify options that work for their needs, and assist them in designing a unique commute to ease their frustrations.

Communications: Movability Austin will help establish a communication plan that supports your employees who wish to change their commuting habits. This may include:

- Distribution of valuable travel resources, helpful hints, and other information to reinforce their new behaviors.
- Sending emails with articles and news of interest to promote consideration of travel options.
- Establishing peer-to-peer group social and learning activities to identify and problem-solve challenges and encourage forward thinking.
- Developing monthly promotional activities.

Support activities: Movability Austin and our partners (car2go, CapMetro, bike professionals, etc.) can also help arrange hands-on experiences for employees, which is especially important as an individual begins using a new travel option.

- We will work with key staff from your company to determine the best way to keep activities social in spirit and practice.
- We will track employee outcomes and impacts of specific activities.

bicycle
BIKING TO WORK IS EASIER THAN YOU MAY THINK. We offer information and help on how to bicycle to work. We can help you participate on new staff like bike share, locker and shower options, bike parking and more.

car
THERE'S NO NEED TO DRIVE ALONE TO WORK. Carpooling and ridesharing offer you a chance to socialize, network, even save money. Not to mention for every passenger, there's one less car on the road and one less parking space needed. We can also help with car2go or zipcar when you need a car.

transit
DEPENDING ON WHERE YOU LIVE, AUSTIN HAS GOOD TRAVEL OPTIONS FOR GETTING TO DOWNTOWN. We can help you discover the best ways to use rail, bus, Park & Ride and express bus services as well as van and carpool options offered by Cap Metro. We can also help you set-to-ride on new services, new passes/fares, and much more.

technology
TELEWORK CAN INCREASE FLEXIBILITY AND PRODUCTIVITY. We can help you figure out how to be productive on the way into work (when you aren't driving), how to work from home for a few hours in the morning to miss rush hour, or how to work from home one or more days a week.

time
MOST CONGESTION HAPPENS FROM 8-9AM AND 4:30-6PM. We can help you explore changing your work schedule either to travel in/out earlier or later, or maybe to arrange a true flex schedule, working longer hours four of every five work days or nine of every ten work days.

Revicare Wellness

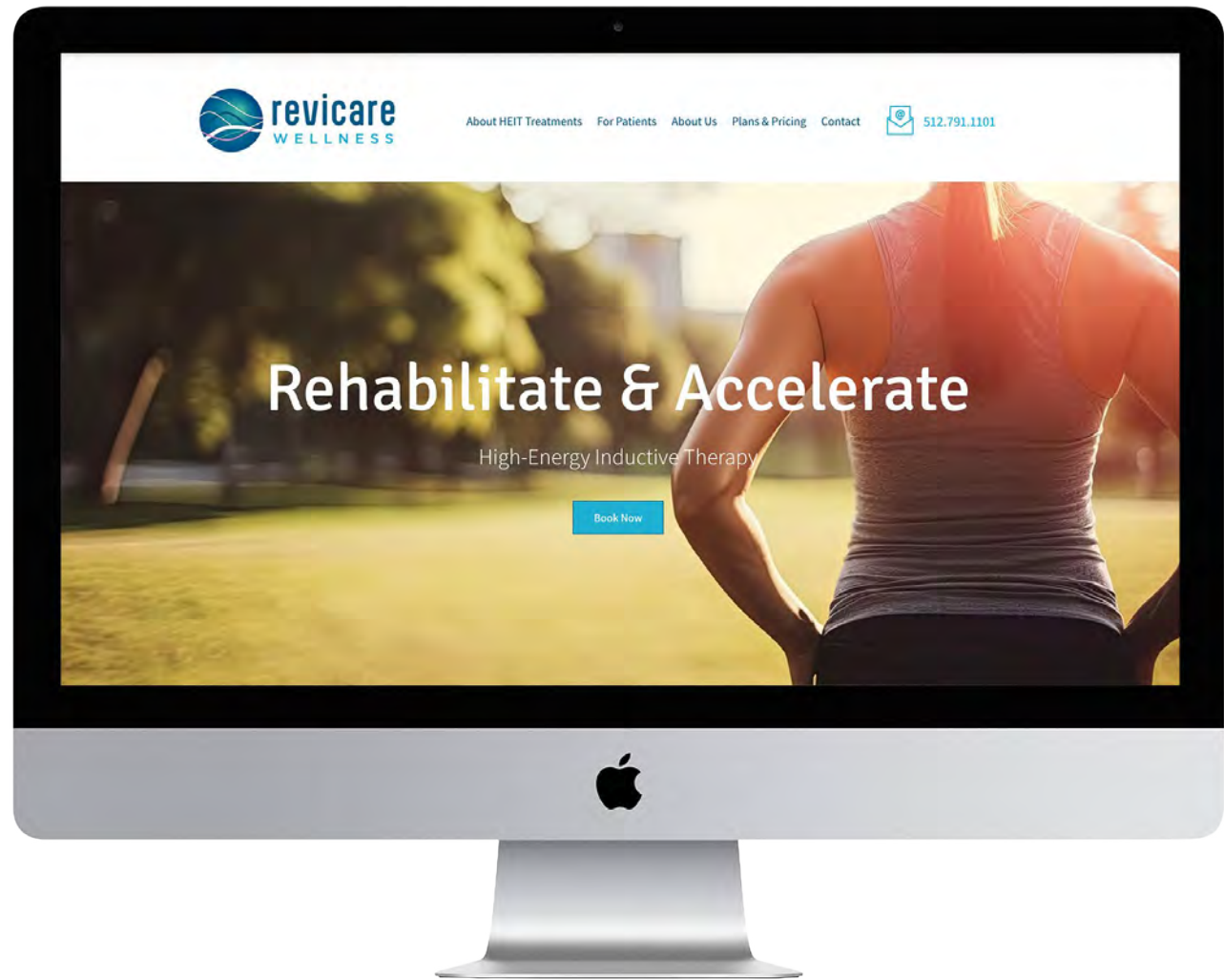
Revicare Wellness is a group organized by two medical professionals in the Austin area. It is centered in health and wellness, utilizing a device called a high-energy inductive therapy unit.

Revicare Wellness is a modern wellness studio based in Austin, dedicated to restoring energy, supporting recovery, and enhancing overall well-being through advanced, non-invasive therapies. Blending innovative technology with a warm, client-centered approach, Revicare offers a refined experience designed to help individuals feel balanced, revitalized, and resilient in their everyday lives.

Deliverables:

1. Name
2. Tagline
3. Logo
4. Copy editing for website and marketing materials
5. Social media setup
6. Website, mobile
7. Peripheral marketing materials






Stephanie Hahn, DPT
Co-Founder

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Austin, Texas 78746

512.791.1101
revicarewellness.com
info@revicarewellness.com



High Energy Inductive Therapy is an advanced, non-invasive treatment that uses electromagnetic fields to stimulate deep muscle tissue. It targets and activates pelvic floor musculature to improve strength, endurance, and neuromuscular control.

HEIT reactivates the electrochemical function of cells and cell membranes to increase cellular energy and optimize function – key for repair and recovery.



Schedule Your First Session



Regain Confidence & Control



revicarewellness.com
512.791.1101
3811 Bee Cave Road, Suite 105
Austin, Texas 78746

High Energy Inductive Therapy

A non-invasive, pain-free solution to strengthen and retrain pelvic floor muscles and restore bladder control



Partners for Life

The Best-Made Modalities In The World

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Turtle Dragon Health Services +

This highly regarded acupuncture clinic needed to expand from just an acupuncture clinic to a holistic medical facility. Additionally, Turtle Dragon initiated an online store where organic teas from around the world and Chinese items can be purchased.

From Turtle Dragon to Turtle Dragon Health Services, I recreated their logo but maintained the style I originally designed that they loved, and that resonated as a brand with patients.

The work entailed a brand audit as their visual materials were inconsistent. I began with the new logo, and moved on to various peripheral marketing material, finalizing the project with a complete overhaul of the website.

The website is now both functional and beautiful, offering a glimpse at the professionalism and skill of the providers.

Deliverables:

1. Logo
2. Copy writing for website and marketing materials
3. Website, mobile
4. Peripheral marketing materials
5. Online store





Jade Leaves Tea House

A new and very unique restaurant and tea house wanted to create a brand and online experience that mirrored the dining and sipping experience.

This would allow people a taste of what to expect upon entering the restaurant.

The owners painstakingly created a rich, lush interior space and selected rare, organic teas for the menu. Their meals were also organic and from local farms.

I used deep colors with touches of reds and greens, and glowing photography to achieve the feeling we were going for: beautiful and elegant ambience in two dimensions.

Deliverables:

1. Logo
2. Copy writing for website and marketing materials
3. Website, mobile
4. Peripheral marketing materials
5. Paper system
6. Online store





City of Austin Transportation Department

The Austin Transportation Department hired me to brand the Austin Mobility Program and the proposed urban rail system as spec work, due to the inherent malleability of the transportation movement in Austin.

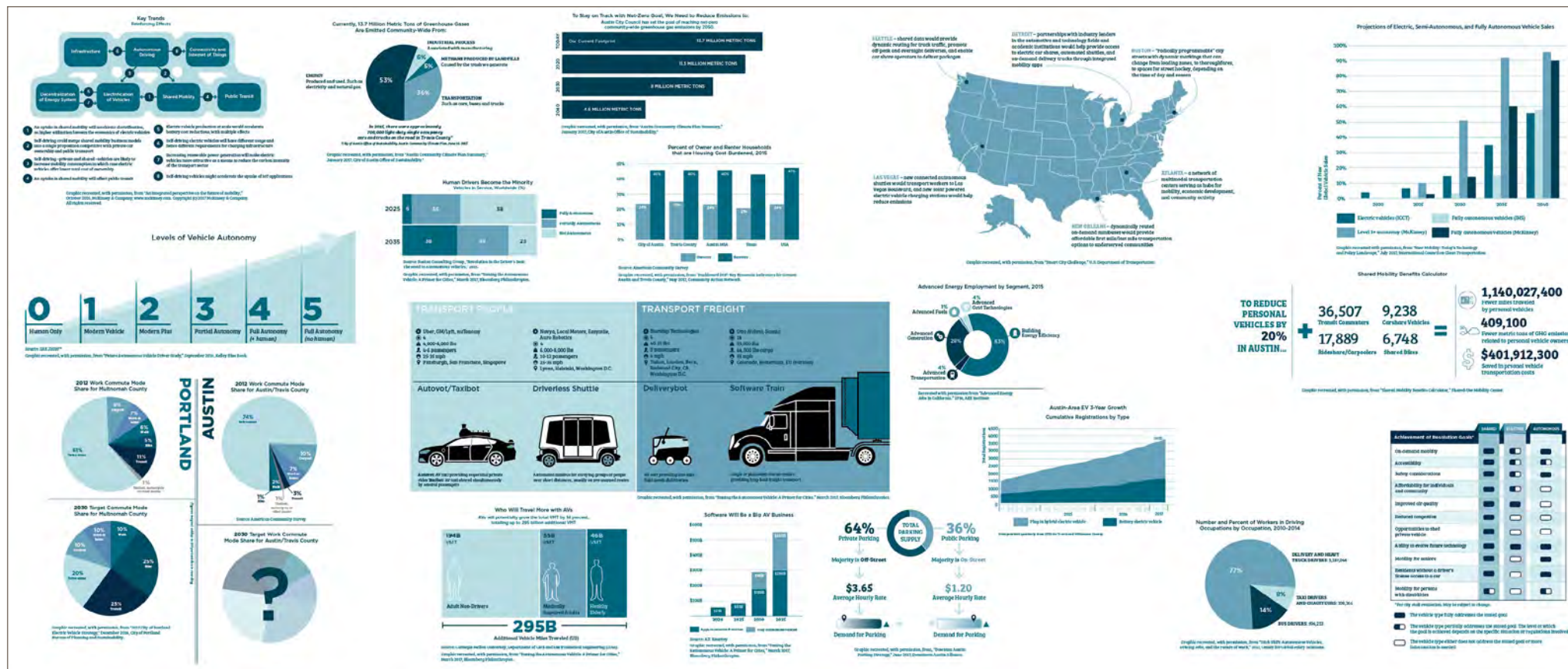
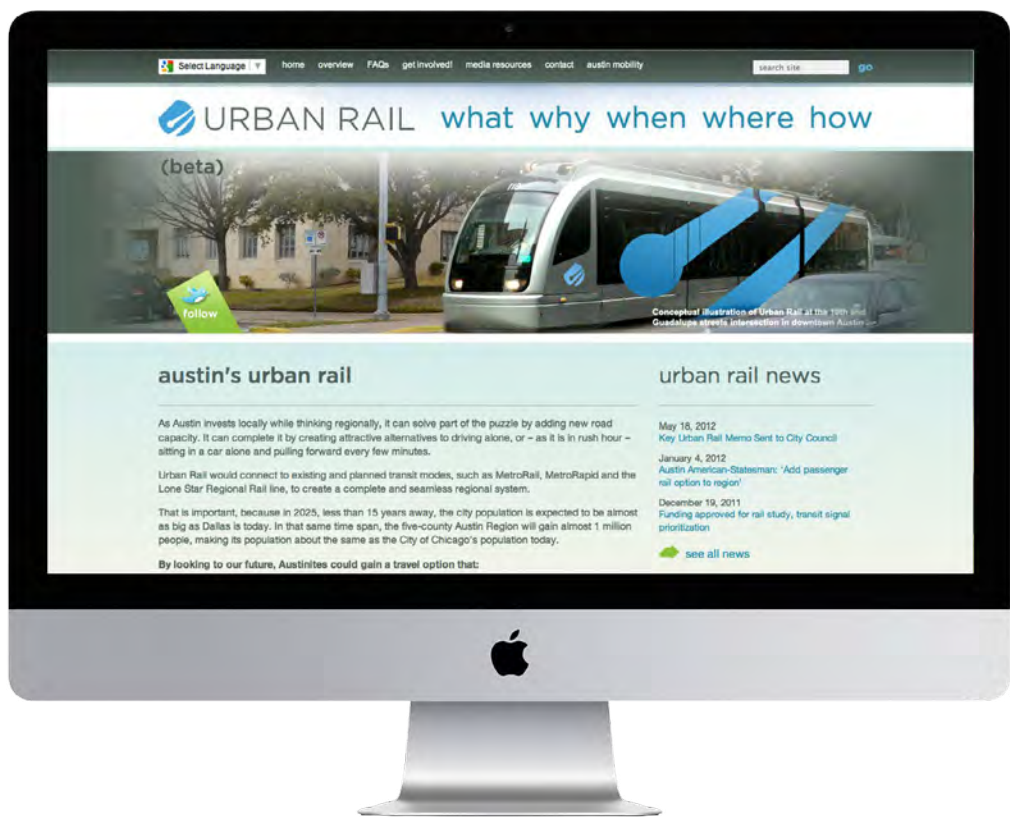
The breadth of work began with logo designs, and moved into marketing material directed towards public interfacing. This marketing material consisted of brochures, handouts, postcards, reports, PowerPoint presentations, posters, signage, maps, websites, banner ads, etc.

The work transitioned into multiple programs such as Vision Zero, eScooter etiquette, Parking ATX, and the like, which consisted of hand-rendered illustrations, logo designs, and more.

Deliverables:

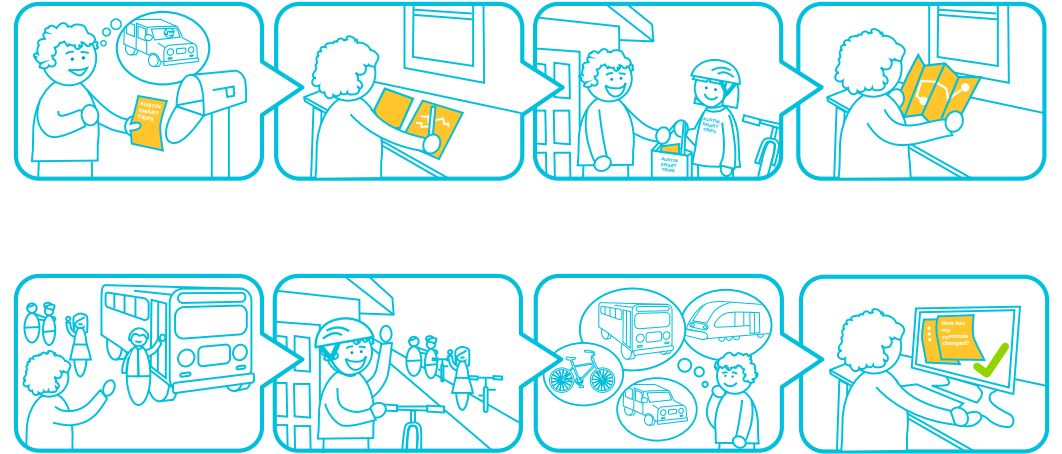
1. Multiple logos
2. Copy writing for website and marketing materials
3. Community outreach strategies
4. Peripheral marketing materials
5. Maps
6. Infographics
7. PowerPoint templates
8. Additional program materials design for community outreach and information





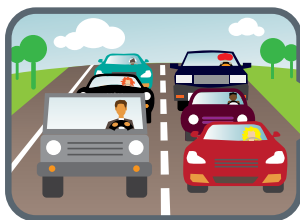


The City of Austin encourages people to get utilize shared services for transportation to, from and around downtown. Save money, make friends and help Austin minimize traffic and reduce emissions.



AUSTIN SMART TRIPS

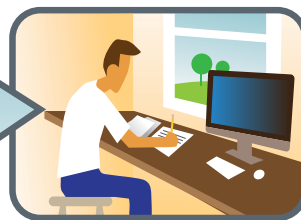
Researching best practices for a top program



Do you drive all by yourself to get around town?



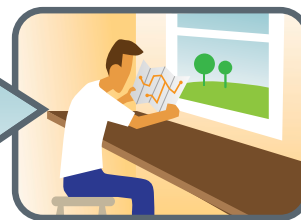
Learn about other options through the City's new Smart Trips program!



Fill out a survey and let us know more about your commuting habits.



Once we receive your survey, a STAR (Smart Trips Austin Representative) will meet with you and drop off maps, bike lights, pedometers and other tools to help you diversify your commute.



We'll help you figure out the best options and routes for your commute.



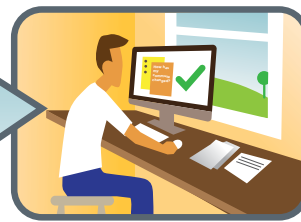
Try the bus. It's easier than you think with the help of a STAR volunteer!



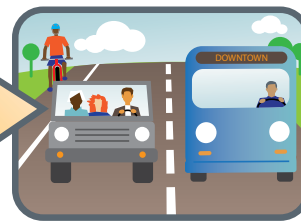
Ride a bike. It's faster and more convenient than you think with a STAR volunteer!



So many choices to a smarter commute.



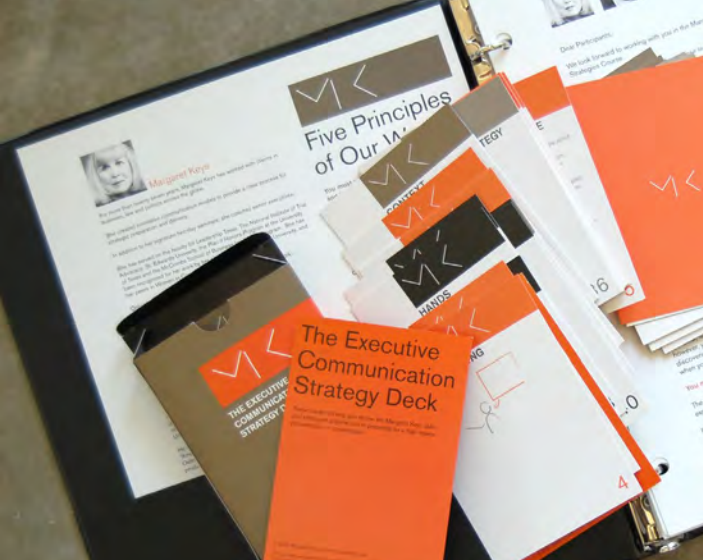
We can't wait to hear about YOUR Smart Trips experience!



Maximize your transportation options! Minimize your commute stress!

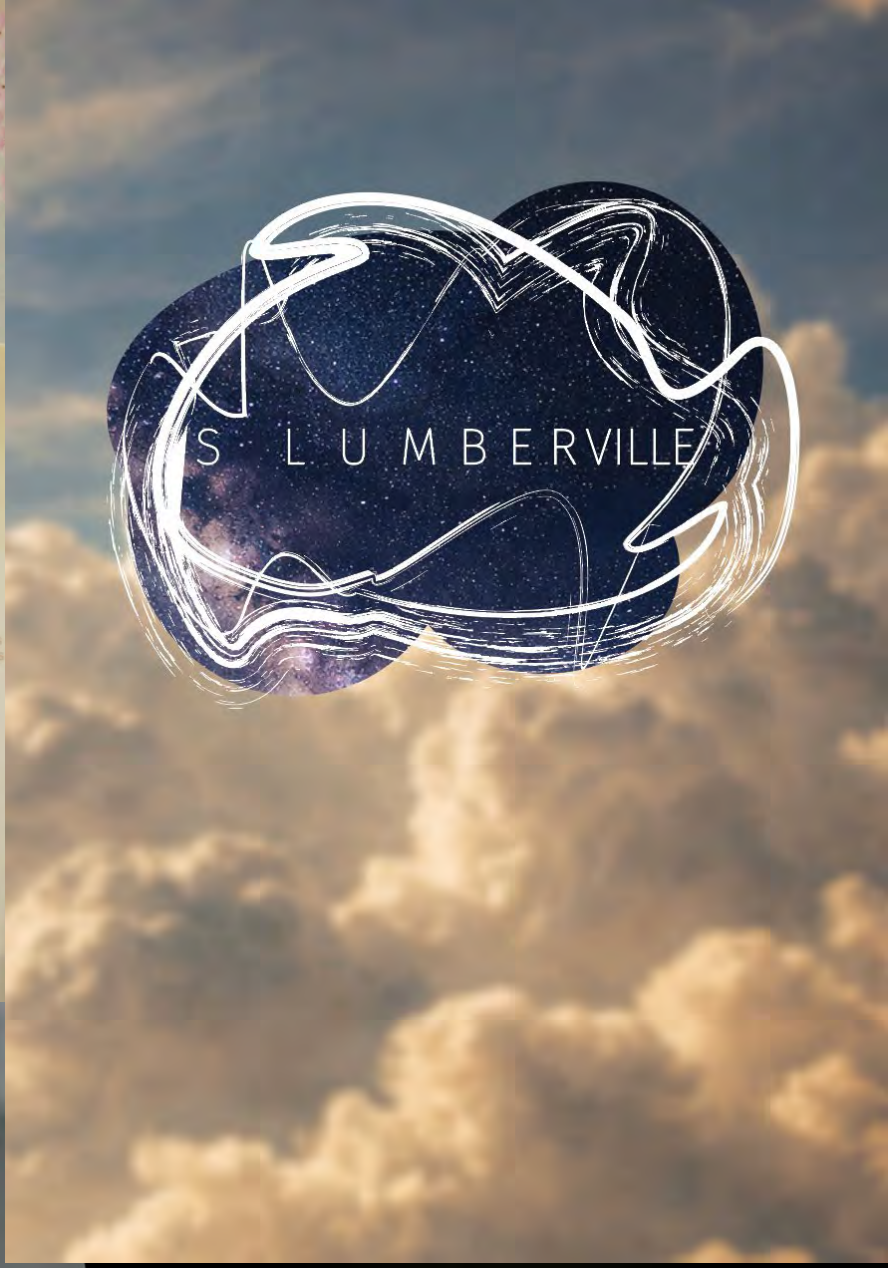
Traditional Design

Curated collection of work done for local nonprofits, authors and regional businesses





HONORING OUR HISTORY
Children's Hospital of Austin
2006 Medical Staff Meeting
OCT 24



THE CLINIC
Georgetown Community Clinic

we're right down the street

Health Care Issues

There is a growing population of people who simply cannot afford health care. The emergency room is unnecessary for the common cold and too expensive for the untreated cold that turns into pneumonia. Every type of person has confronted the chronic problem of unaffordable health care: infant, child, man, woman and the elderly. The Georgetown Community Clinic exists to solve these problems by offering a wide range of services on a sliding scale to ensure that anyone who needs care will get excellent treatment. And we're just down the street.

What makes a doctor come out of retirement?

The Georgetown Community Clinic was founded and is staffed by a group of physicians with a shared passion for medicine and a vision for affordable local health care. They live in Georgetown. They care about this community and its people.

Patient Demographics

56-100 years old	26%
18-55 years old	35%
0-17 years old	35%

Care Provided

The clinic is truly advanced for a city of Georgetown. Physicians provide care through The Georgetown to local MD specialists who often see patients of

Community S...

Georgetown re and dignified. Clinic has bec income, unins patients are s

Generous con clinic that pri patient care. need it most. serving resid

Pediatric P Screening

The Georget with varied pediatric

It's not a simple doctor's office. It's