

Nikki M. Weiland-Tiffée

Austin, Texas USA ▪ [LinkedIn](#) / [About Me](#)

Innovative Brand and Business Strategist

Creative Director ▪ Head of Design ▪ Brand Builder ▪ Creative Strategist ▪ Market Strategist
Business Strategist ▪ Brand Management and Expression ▪ Client Engagement ▪ Corporate Communications

Experience

Freelance Brand Consultant, Creative Director and Business Strategist, Austin Texas January 2000 - Current

Lead brand strategy, business consulting, and integrated creative development for startups, nonprofits, and small businesses. Combine strategic planning with hands-on execution across brand identity, marketing, digital experiences and experiential campaigns to support business growth and audience engagement.

- Built and launched 50+ brands, leading brand positioning, identity development, go-to-market strategy, and brand management.
- Developed and executed 30+ integrated marketing campaigns across digital, print, social media, web, and experiential channels to strengthen brand awareness, audience engagement, and customer retention.
- Led UI/UX and website design initiatives, translating business objectives and user needs into intuitive, brand-aligned digital experiences.
- Directed cross-functional creative teams and stakeholder relationships, aligning strategy, creative direction, and execution across multidisciplinary projects.
- Developed social media and audience engagement strategies informed by market research, brand audits, and customer insights.
- Conceptualized and produced 10+ large-scale events, each serving 300+ attendees, supporting fundraising, organizational visibility, and professional engagement.
- Managed end-to-end print and digital production, including vendor relations, prepress, press checks, production specifications, and quality control.

Charles Schwab, Austin Texas **Senior Manager, Digital Retail / March 2020 - May 2025**

Led internal communications, executive messaging, and creative initiatives for a 310-person Digital Retail organization within a large financial services enterprise. Translated complex business and technical information into clear communications, scalable knowledge resources, and engaging employee experiences that strengthened organizational alignment and collaboration.

- Developed and led internal communications strategy, improving information transparency, cross-functional collaboration, and employee engagement.
- Built and managed Confluence and Microsoft SharePoint knowledge hubs, centralizing documentation, resources, and project information to improve accessibility and knowledge sharing.
- Identified communication gaps and developed targeted employee surveys and feedback initiatives to uncover actionable insights and strengthen team culture.
- Produced and emceed organization-wide events for 300+ employees, partnering with executive leaders and cross-functional teams to reinforce organizational alignment and community.
- Created 500+ executive presentations, infographics, newsletters, and visual communications, translating complex initiatives into accessible content that supported strategic priorities and organizational awareness.

City of Austin Transportation Department, Austin Texas

Design and Brand Specialist / October 2011 - November 2019

Led brand strategy, visual communications, and public outreach for municipal transportation initiatives, translating complex infrastructure projects into accessible, community-focused communications. Partnered with technical experts and city leadership to build cohesive brand systems and deliver clear, consistent messaging across public-facing channels.

- Led brand strategy and visual identity development for major initiatives, including Austin Mobility and Urban Rail, strengthening public awareness and program recognition.
- Developed public communications and outreach materials that translated complex transportation projects into clear messaging for residents, stakeholders, and decision-makers.
- Created and maintained brand systems, logos, style guides, marketing collateral, signage, and campaign assets to ensure consistency across programs and public touchpoints.
- Collaborated with planners, engineers, project managers, and city leadership to align technical information, communication objectives, and community priorities.
- Designed infographics, maps, illustrations, and data visualizations that made technical transportation information easier to understand and act upon.
- Produced integrated communications across web, print, environmental graphics, presentations, and public reports, managing multiple high-profile initiatives while maintaining accessibility, production quality, and brand integrity.

Agilix, Austin Texas

UI/UX Design Consultant / July 2012 - September 2015

Designed user-centered digital experiences by connecting user research, business requirements, and product strategy. Partnered with product stakeholders and developers to translate customer insights into intuitive web and mobile interfaces, using iterative design, prototyping, and usability testing to inform product decisions.

- Conducted user research and usability testing to identify customer needs, evaluate interface effectiveness, and validate design decisions.
- Translated user insights and business requirements into user flows, wireframes, information architecture, and interactive prototypes.
- Facilitated cross-functional ideation workshops to identify opportunities, solve user problems, and inform product direction.
- Designed intuitive, accessible interfaces that balanced usability, user needs, and business objectives.
- Built and tested interactive prototypes to gather feedback, validate concepts, and refine solutions before development.
- Presented research findings and design rationale to stakeholders, building alignment around user-centered design recommendations.
- Collaborated with developers to resolve technical constraints, support implementation, and maintain design integrity.
- Partnered across design, product, and engineering teams to deliver cohesive, customer-focused digital experiences.

Prior Experience:

Creative Director, Blue Shoe Marketing

Directed integrated B2B and B2C campaigns, shaping cross-channel creative strategies and high-impact content. Built and managed brands for businesses ranging from emerging companies to large enterprises.

Creative Director, GX Creative Communications

Provided strategic creative direction across branding, marketing, and advertising, leading integrated B2B and B2C campaigns, optimizing internal processes, managing client and vendor relationships, and producing high-impact creative and written content to elevate brand visibility and performance.

Co-Founder and Director, Elemental Collective

Developed inclusive brand and organizational strategies for nonprofits and municipalities, delivering creative services, coordinating fundraising initiatives, and managing communications to strengthen outreach and stakeholder engagement.

Education

Montana State University: BA, Graphic Design

In progress: Oregon State University: BA, Psychological Anthropology

Skills

- Creative direction
- Brand building, management and expression
- Brand strategy
- Business strategy
- Marketing strategy
- Team leadership and mentorship
- Corporate communications
- PowerPoint storytelling
- Generative AI and best practices
- UI/UX design
- Graphic design: traditional, digital and experiential
- Production, pre-press and vendor management
- Digital file management
- Photography
- Videography
- Digital and traditional illustration
- Social media strategy, deployment and management
- Content creation
- Project management and client immersion
- Vendor and specialist management
- Agency, corporate, startup experience
- Creative and technical writing
- Sales collateral including pitch decks
- Agile methodology

Certifications

In progress: Google UX Design

IxDF: "Design for the 21st Century" and "AI for Designers"

Technology

Adobe Creative Suite
Microsoft 365
Microsoft Office Suite
Google Workspace
Figma
Sketch

Slack
Canva
WordPress
Drupal
Shopify
Squarespace

Wix
Monday
Basecamp
Miro
ChatGPT
Firefly

Gemini
DaVinci
Higgsfield
Workforce