

Nikki M. Weiland-Tiffée

Austin, Texas USA • [LinkedIn](#) / [Portfolio](#)

Innovative Brand and Business Strategist

Creative Director • Art Director • Head of Design • Brand Strategist • Creative Strategy
Brand Positioning • Client Engagement • Business Strategy • Corporate Communications

Experience

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

- Launched 50+ brands for small businesses and supported 100% client engagement strategy.
- Led a team that produced over 100 marketing collateral pieces for various campaigns.
- Conceptualized and produced over 10 events that welcomed 300+ individuals.
- Navigated marketplace demographics to enhance visibility and boost client retention.
- Built business strategies for large nonprofits, boutique and small businesses
- Launched social media and marketing strategies unique to each client.
- Led UI/UX design projects optimizing user experience across digital platforms.
- Designed websites, social platforms, logos, and marketing collateral to meet brand needs.
- Oversaw client communications and stakeholder engagement to align projects.
- Enhanced brand positioning for small businesses through comprehensive and innovative strategic consulting, thereby boosting market presence and customer engagement.
- Maximized audience reach via marketing strategies that boosted brand visibility.
- Formulated social media strategies leveraging user content to boost engagement.
- Executed experiential design and event planning to boost customer engagement and loyalty.
- Developed robust strategic planning integrating brand audits to enhance identity.

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

- Centralized communication strategy for 310-person team, improving collaboration and information flow.
- Developed Confluence space to streamline information sharing and boost project management.
- Led corporate engagement by coordinating global events and surveying team feedback.
- Managed Microsoft SharePoint site buildout to optimize project resource access.
- Designed a series of engaging, visually appealing presentations, infographics and newsletters to boost proactive internal communications and drive innovation across the organization.
- Built a website ensuring accurate content and enhancing cross-platform accessibility.

City of Austin Transportation Department, Austin Texas Design and Brand Specialist / October 2011 - November 2019

- Conceptualized branding for public transportation initiatives, including Austin Mobility and Urban Rail, to enhance community engagement.
- Developed cohesive branding across programs, from logo design to marketing materials, ensuring consistent visual identity.
- Designed and illustrated daily graphics for department programs, enhancing visual communication.
- Produced public-facing materials in digital and traditional formats to effectively inform and engage stakeholders.
- Created visual displays and infographics to simplify complex information for audiences.

Agilix, Austin Texas UI/UX Design Consultant / July 2012 - September 2015

- Created wireframes, storyboards, and sitemaps to structure web and app design.
- Communicated with stakeholders on project progress and objectives to ensure alignment.
- Participated in brainstorming sessions with designers to generate product ideas.
- Presented design innovations and proposals to stakeholders, securing unanimous approval.
- Facilitated several usability tests to thoroughly assess UX and gather actionable user feedback.
- Developed interactive prototypes for mobile apps and websites, enhancing engagement.
- Designed intuitive user interfaces for web and mobile apps to improve usability.
- Collaborated with developers to align design and code for seamless teamwork.

Prior Experience:

Creative Director, Blue Shoe Marketing: Led integrated B2B and B2C campaigns, directing cross-channel creative, facilitating strategy sessions, and producing high-impact strategic content to ensure cohesive brand messaging.

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

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.

Education

Montana State University: BA, Graphic Design
In progress: Oregon State University: BA, Psychological Anthropology

Skills

Creative direction • Brand building, management and expression • 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 • Photography and 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

Certifications

In progress: Google UX Design
IxDF: "Design for the 21st Century" and "AI for Designers"

Technology

Adobe Creative Suite • Microsoft 365/Office Suite • Figma • Sketch • Slack • Canva • WordPress • Drupal • Shopify • Squarespace
Wix • Monday • Basecamp • Miro • Google Workspace