

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 and Business Strategist, Austin Texas
January 2000 - Current

- Built and launched 50+ brands for startups, nonprofits, and small businesses, leading brand strategy, positioning, and go-to-market planning; managed brand expression.
- Built integrated marketing campaigns across digital, print, social media, websites, and experiential events to increase visibility, engagement and customer retention.
- Led UI/UX and website design projects, creating user-centered digital experiences aligned with business and brand objectives.
- Directed cross-functional creative teams and managed stakeholder relationships to deliver 50+ multi-channel marketing campaigns and brand initiatives
- Developed social media content and audience engagement strategies informed by market research, brand audits, and customer insights.
- Conceptualized and produced 10+ large-scale events for fundraising efforts and professional organizations, each serving 300+ attendees.

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

- Developed and led the internal communications strategy for a 310-person Digital Retail organization, improving transparency, cross-functional collaboration, and employee engagement.
- Took the initiative to build and manage Confluence and Microsoft SharePoint knowledge hubs, creating centralized resources that streamlined communication, documentation, and project access across the organization.
- Identified communication gaps and launched custom employee feedback initiatives, designing surveys beyond standard engagement tools to uncover actionable insights and strengthen team culture.
- Conceptualized, produced, and emceed organization-wide events for 300+ employees, partnering with executive stakeholders and cross-functional teams to deliver engaging experiences that strengthened alignment and community.
- Created more than 500 executive presentations, infographics, newsletters, and visual communications, translating complex initiatives into clear, engaging content that improved organizational awareness and supported strategic priorities.

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

- Led brand strategy and visual identity development for major City of Austin transportation initiatives, including Austin Mobility and Urban Rail, creating recognizable public-facing brands that strengthened community awareness and engagement.
- Developed public communication strategies supporting transportation improvements, translating complex infrastructure projects into clear, accessible messaging across digital, print, presentations, public meetings, and community outreach.
- Created and maintained cohesive brand systems across multiple programs, designing logos, style guides, marketing collateral, signage, and campaign materials that ensured consistency across all public touchpoints.
- Partnered with planners, engineers, project managers, and city leadership to develop communication materials that aligned technical objectives with community priorities and stakeholder engagement efforts.
- Designed high-impact infographics, maps, illustrations, and data visualizations that transformed technical transportation information into engaging, easy-to-understand content for residents and decision-makers.
- Produced multi-channel communications spanning web, print, environmental graphics, presentations, and public reports, managing multiple high-profile initiatives while maintaining accessibility, quality, and brand consistency.

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. Built brands for small to large businesses.

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 • 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 • Agile methodology

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 • ChatGPT • Firefly • Gemini • DaVinci • Higgsfield
Workforce