



## LETTY LIMBACH

User Experience Designer  
Front-end Web Developer  
Graphic Designer

## CONTACT

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## EDUCATION

**MS, Human Centered Design  
and Engineering**  
University of Washington, 2016

**BA, Cultural Anthropology  
Minor, Fine Art**  
University of Montana, 2008

**8 Elements Datura Style™  
Teaching Certification**  
Little Scarab, 2016

## TRAITS

**Organized and detail-oriented**

**Adaptive and creative**

**Kind and communicative**

## SUMMARY OF QUALIFICATIONS

12+ years of experience as a graphic designer in a wide variety of media and formats, including print and digital

12+ years of experience as a front-end web developer, including expertise in CSS3 and HTML5, with a focus on responsive design and development

12+ years of experience in communications/marketing-related project management in a higher education setting

Thorough knowledge of web design standards and best practices for online visual presentation and communication

Excellent customer service, written, visual, and verbal communication skills

Extensive experience in event planning for annual department events and meetings, records maintenance, database management, and policy implementation within a large, complex institution

12+ years of experience working with and in creative and administrative teams in a higher education context

## WORK EXPERIENCE

**2014 - Present | User Experience Designer/Web Graphics Specialist**  
Department of Environmental & Occupational Health Sciences (DEOHS)  
University of Washington

Work closely with team members to support all marketing and communication needs and to continually develop/refine design and brand strategy and policies. Manage multiple deadlines and projects simultaneously, working independently, as a project manager, or under direction of communications director. Communicate promptly, respectfully, and concisely with client groups. Work with communication team to establish a consistent look to all media. Provide input and guidance in creation, implementation, and enforcement of communication strategies and messaging.

**User-Centered Design:** Develop and implement user-centered design strategies for the development of department and project communication vehicles.

**Responsive Web Design and Development:** Graphic designer and front-end web developer responsible for designing and building websites in Drupal that work across devices, including mobile, tablet, laptop, and desktops.

**Print and Digital Design and Illustration:** Design and produce materials for print, email, and online communications, including photo editing, graphic design, artwork, and illustrations.

**Email Design and Development:** Graphic designer/developer for all DEOHS HTML emails. Highly skilled with email management tools such as Marketo, Convio, and MailChimp.

**Training and Outreach:** Serve as a resource to ensure department communications align with university and school brand guidelines. Provide in-person training and online tutorials on creating website and email content, with particular care for non-technical users.

## SOFTWARE/APPS

### Extensive Experience

Adobe Creative Suite: Acrobat, Photoshop, Illustrator, Dreamweaver, AfterEffects

Google Suite: Gmail, Calendar, Docs, Sheets, Slides, Forms, Hangouts, Keep, Analytics

Microsoft Office: Word, PowerPoint, Excel

Content Management Systems: Wordpress, Drupal, Squarespace

Email Management Apps: Marketo, Mailchimp, Convio

Social Media Platforms: Facebook, Instagram, LinkedIn

### Some Experience

Adobe Creative Suite: InDesign, Premiere Pro, Lightroom

Event Managers: Eventbrite

Payment Processors: PayPal, Square

Social Media: Twitter, Facebook Analytics

Project Management: Trello, Redmine

## 2009 - 2014 | Program Coordinator

Department of Environmental & Occupational Health Sciences  
University of Washington

In addition to some web design and graphic design responsibilities, I did the following:

**Event Planning and Coordination:** Coordinated and acted as lead planner for department-wide annual events, with up to 150 people in attendance.

**Administrative Support and Customer Service:** Served as first point of contact to greet visitors in person, over the phone, and via email for the DEOHS Chair's office, communications program, and undergraduate program, answering questions, fielding requests, and directing inquiries to appropriate faculty and staff.

**Database Management:** Developed and maintained undergraduate student database using Filemaker Pro. As building access manager, maintained key and access card databases.

## 2006 - Present | Freelance Graphic Designer/Web Developer

**Project Management:** Manage projects from start to finish. Communicate promptly and professionally with clients on all project needs and milestones. Lead client meetings. Manage project deadlines and prioritize associated project tasks.

**Graphic Design and Illustration:** Develop all graphic and illustration assets for clients based on client needs, desired outcomes, and own expertise.

**Logo Development:** Develop understanding of clients' business, mission, and values, as well as their needs and wants for a brand identity. Leverage design expertise to create a logo that captures client's vision while being stylistically appropriate for their field and easily adaptable to many communication vehicles.

**Web Development:** Build fully responsive websites using the latest techniques and technologies, such as CSS3 and HTML5, and CSS transitions and animations, as well as content management systems such as Wordpress and Squarespace.

## ACHIEVEMENTS

### Promotions

I've been promoted 4 times in my time at the UW

### HCDE Capstone Award for Excellence in Communications

University of Washington, 2016

