

Desiree Vaughn Limbach

CREATIVE DIRECTOR/GRAFIC DESIGNER/SOCIAL MEDIA SPECIALIST

Atlanta, GA

I am a very passionate and motivated designer inspired by my professional snowboarding roots, which have been a catalyst for applying life experience into my work. I have worked and thrived in many different types of environments and have collaborated with designers, programmers, engineers, copy-writers, project managers, marketing directors, business owners, and corporate representatives, strengthening my ability to flourish within a company and help make them successful. Personal accountability is the foundation of my DNA.

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To me, being a designer inevitably requires a heavy dose of gut instincts tempered with a humble skill balance. I think it's incredibly refreshing to stand out by trying something new, I always end up learning new techniques while continually perfecting old ones. Innovation paired with strong visibility & passion are my dictating themes throughout all of my work and I always try to create a strong presence as a designer. Range in my execution is essential.

I am proud of my abilities to create high-quality working relationships. My professionalism is a priority at all times and is a huge part of my success so far in life. This professionalism coupled with my extreme motivation to be ahead of the curve has helped me distinguish myself from my peers.

I have extensive experience applying “brand synergy” to all touch-points within a company, nurturing the alignment of a brands message across the board is significant to its success. I also have strong communication and project management skills as well as a hunger for problem solving that is driven by the user experience. This outlook allows me to execute beautiful, enjoyable, functional designs. I look at every complex idea as a challenge and see a step-by-step approach for coming up with a solution.

And finally, I'm extraordinarily pro-active – I never wait around for things to happen. That's the beauty of doing what you love.

Find out more at: www.desireelimbach.com

Experience

Graphic Design For North America

Atlanta, GA
Jan 2013 - Present

Arkadin

Acting Art/Creative Director in charge of the entire North America Region sustaining branding guidelines as well as supporting the marketing team on all fronts. Daily project management includes: product toolkits (service sheets, guides, battlecards, whitepapers, etc.), RFP proposal support, digital marketing including banners, emails, campaigns, corporate presentations, website design maintenance, interior design, hero images, as well as owning the tradeshow management process including all organization and collateral designs.

My responsibilities include building a structured collateral library for North America, ensuring branding guidelines are respected across the board, online marketing & advertising, new PPC landing pages & A/B testing, banners for Google retargeting, website management, improving traffic, improving overall look & feel, as well as supporting all vertical marketing activities.

In addition I own the email communication collateral, which includes receiving content through appropriate channels or assignment, designing the look and feel, building (WYSIWYG, HTML & CSS), testing, and distribution through campaigns (managed through Eloqua).

Graphic Designer

Greater Atlanta Area, GA
Aug 2012 - Dec 2012

Create Expectations

Contractor/Freelance (with a period of Full Time) graphic designer working on an extended range of design projects for very well known companies (such as Coca-Cola, IHG, Illy, and CA). The type of work includes presentation templates/styles, logo's, print work, theme graphics, promo items, and much more.

Graphic Designer

Atlanta, GA
Aug 2012 - Nov 2012

Definition 6

Contractor working as an interactive/production designer on rich-media banners, web page designs and a variety of projects for a range of well-known clients.

Chief Creative/Social Media Specialist

Atlanta, GA
Nov 2011 - Apr 2012

Salesloom

Head Graphic Designer over all creative decisions while developing identity, marketing direction, website and training materials. Responsible for developing and managing all social media strategies including building and execution.

Founder/Graphic Designer

Atlanta, GA
Jan 2008 - Apr 2012

Vaughn Design

Operated a freelance company to aid clients in their graphic design needs such as website design, illustration, digital assets, advertising, marketing, social networking platforms, print campaigns, branding, identity, UX, and training materials.

Graphic Designer

Atlanta, GA
Dec 2011 - Mar 2012

Litigation Presentation

Primarily facilitated creative for presentation slides in PowerPoint/Keynote formats by creating graphics in Illustrator and Photoshop for different Litigation Presentation clients. Offered practical but aesthetically pleasing infographic slides to support client cases to be used in front of a judge and jury. Balanced a creative position with an ability to represent facts and information to a court in the best way possible, without allowing the creative to overpower information but support a better understanding.

Graphic Designer

Atlanta, GA
Dec 2010 - Jan 2012

Vittrue

Overall open resource graphic designer aiding in re-branding, applying new branding to the entire company, marketing design campaigns, website design maintenance & updates, print campaigns, advertising, info-graphics, banner ads, email templates, presentation templates, promo item creative, white papers, and everything in-between. Left with a complete knowledge of social media platforms including: creative, marketing/communication, support and updates, development and project management, using analytics and tracking to understand best times to post/criteria/content etc. to help establish the best social media presence possible. Worked with minimal guidance producing reputable results and incredible interactions with the company and its clients online.

Founder/Creative Director

Queenstown, New Zealand
Apr 2007 - Oct 2010

Athena

A non-profit organization founded to help female snowboarders/skiers with Olympic/Professional aspirations raise money for training, travel and related expenses so that they may reach their snowboarding & life goals. Provided a high quality Snowboarding adventure-based group that directly and positively impacted female Snowboarding/Skiing & Self improvement while continuing to develop new partnerships with winter sports corporations and sponsorships.

Professional Snowboarder

Breckenridge, CO
Jun 2004 - Dec 2007

Cold As Ice

Competitive and professional snowboard athlete.

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