

# JAMES A. DECKER

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A proactive communicator focused on engagement and stakeholder collaboration, I'm committed to building relationships and resources to accelerate positive change for the greater good. Please view portfolio link [here](#).

## EXPERTISE

art direction  
typography  
motion graphics  
video creation  
branding  
digital marketing  
campaign concepting  
collaboration  
management  
mentoring  
presentations  
infographics  
social media  
SEO  
508 compliance  
HTML/CSS  
copywriting  
photo editing  
visual storytelling  
audience engagement  
content strategy  
Adobe CS  
InDesign  
Photoshop  
Illustrator  
After Effects  
Premiere  
Figma  
Wordpress  
Google Analytics  
Mail Chimp  
Constant Contact  
MS Office

## EXPERIENCE

### **HarvestPlus, Communications Designer**

*August 2019 to present*

HarvestPlus is a global leader in the development, marketing, and distribution of biofortified crops like rice, wheat, and corn to combat micronutrient deficiency around the world. As a core team member, I'm responsible for website and brand management, and the creation of videos, multimedia, and graphics to promote this remarkable innovation benefiting more than 100 million people.

- Oversaw the redesign of website, leading toward a 20% increase in traffic.
- Created dozens videos for social media, contributing to a 50% increase in YouTube subscriptions.

### **James Decker, Freelance Graphic Designer**

*January 2011 to present*

Specializing in graphic design, brand management and communications for think tanks, nonprofits, and creative agencies. Clients include former U.S. Secretary of the Treasury Larry Summers, Reingold Communications, STG Public Affairs, and the Enabling Peace in Iraq Center.

### **Freedman Consulting, Graphic Designer**

*April 2017 to June 2018*

Designed and directed campaigns, email marketing, blog publishing, presentations, reports and social media support for the government innovation program at Bloomberg Philanthropies.

- Created 250+ event collateral, infographics, social media, and blog post graphics for Bloomberg project.
- Established brand guidelines firm-wide and advised design for a range of other clients, including groups focused on campaign finance, net neutrality, poverty journalism, and criminal justice reform.

### **Third Way, 2016-2017, Graphic Designer**

### **Penngood Consulting, 2013-2016, Graphic Designer**

### **Public Citizen, 2008-2010, Graphic Designer**

### **Human Rights Campaign, 1999-2006, Associate Director for Design**

## EDUCATION

### **Arena Academy, Digital Campaigns, Spring 2019**

### **General Assembly, Digital Marketing, Winter 2018**

### **Prescott College, Prescott, AZ, 1998-1999**

Emphasis in political science and environmental policy

### **Eastern Michigan University, Ypsilanti, MI, 1991-1995**

Bachelors of Science with a double major in graphic design and philosophy

[www.linkedin.com/in/jamesdeckerdc/](http://www.linkedin.com/in/jamesdeckerdc/)