

JAMES A. DECKER

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Senior Communications Designer and Content Strategist with 15+ years of experience designing high-impact communications, multimedia, and digital campaigns for global nonprofits and mission-driven organizations. Please view portfolio link at jamesdeckerdc.com

EXPERTISE EXPERIENCE

digital marketing
art direction
video creation
content strategy
copywriting
brand strategy
typography
motion graphics
presentations
infographics
social media
photo editing
visual storytelling

Adobe CS
InDesign
Photoshop
Illustrator
After Effects
Premiere

WordPress
Google Analytics
Mailchimp
MS Office

HarvestPlus, Senior Communications Designer

August 2019 to August 2026

HarvestPlus is a global leader in the development, marketing, and scaling of biofortified crops. Biofortification is the process of making staple crops like rice, wheat and corn naturally more nutritious to address micronutrient deficiency across Africa and Asia. In my role, I was responsible for website and brand management, social media, and the creation of reports, videos, multimedia, and graphics to promote this remarkable innovation benefiting more than 600 million people.

- Oversaw the redesign of branding and website
- Created dozens of videos and reels, contributing to increased engagement
- Managed content strategy to achieve social media growth year-over-year

James Decker, Freelance Graphic Designer

January 2011 to present

Specializing in graphic design, brand management, and communications for creative agencies, nonprofits, and policy experts. Clients include Heifer International, the Yale Budget Lab, and Reingold Communications.

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. Also established brand guidelines firm-wide and advised design for a range of other clients, including organizations focused on campaign finance reform, 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

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

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