

JAMES A. DECKER

202/487-0969 • deckerjames202@gmail.com • [Linkedin.com/in/jamesdeckerdetroit](https://www.linkedin.com/in/jamesdeckerdetroit) • jamesdeckerdc.com

Mission-driven design leader with 25+ years experience building high-impact communications, brand transformations, and multimedia campaigns for nonprofits, foundations, and social impact organizations. Proven expertise in content strategy, team leadership, and design operations.

- Coordinated content strategy across 10 social media platforms, achieving 20% year-over-year follower growth and supporting partnership acquisition and fundraising goals.
- Orchestrated the redesign of all institutional collateral, establishing comprehensive visual guidelines and assets that improved client campaign performance by 25%.

CORE COMPETENCIES

Graphic Design: Reports | Presentations | Branding | Art Direction | Typography | Illustration | Design Systems

Communications Strategy: Email Marketing | Design Audits | Content Strategy | Fundraising

Video Production: Motion Graphics | Multimedia Storytelling | Social Media Content | Podcast Production

Leadership and Collaboration: Mentoring and Staff Development | Cross-Department Coordination

Tools: InDesign | Photoshop | Illustrator | After Effects | Premiere | Canva | WordPress | Mailchimp | 508 Compliance

PROFESSIONAL EXPERIENCE

HarvestPlus, Senior Communications Designer • Aug 2019 to Aug 2026 • Remote

- Promoted to Senior Communications Designer; expanded visual communications, brand strategy, and multimedia production for global leader in biofortified crop development.
- Supported improving nutrition for 100M+ small-holder farmers across Africa and Asia. Managed website, social media, video production, and organizational communications.
- Structured comprehensive rebrand and website redesign, resulting in 30% increase in website traffic and establishing HarvestPlus as industry leader in nutrition and crop innovation.
- Produced 30+ videos and multimedia assets across YouTube and Instagram; expanded organizational reach and supported audience growth.
- Directed daily print and digital graphic design and communications needs for campaigns, organizational programs, funder briefs, e-newsletter, and annual report.

Freedman Consulting, Graphic Designer • May 2017 to Jun 2018 • Washington, DC

- Directed design for campaigns, email marketing, publications, and social media for Bloomberg Philanthropies' Government Innovation program, achieving 20% increase in engagement metrics.
- Redesigned e-newsletters for mobile, increasing open rates 15% and improving user experience.
- Advised design strategy for external clients focused on campaign finance reform, poverty, and criminal justice reform, developing brand guidelines and visual assets.
- Enhanced firm-wide visual presentations and created reusable templates.
- Progressed and maintained visual assets for 7 social media campaigns, creating graphics and animations to boost program engagement.

Third Way, Graphic Designer • Feb 2016 to Feb 2017 • Washington, DC

- Visualized 15+ complex policy narratives for centrist think tank addressing energy, economics, national security, and public policy.
- Directed art for policy events and online content, creating data visualizations and presentation assets.
- Collaborated with policy experts to translate complex national issues into compelling visual narratives.

Penngood, Graphic Designer • Feb 2014 to Feb 2016 • Washington, DC

- Provided creative management and production for a variety of government agencies, including the U.S. Dept. of Housing and Urban Development.
- Devised program collateral to organize the implementation of smoke-free public housing, and the remediation of environmental hazards after natural disasters.

Public Citizen, Graphic Designer • Jan 2008 to Dec 2010 • Washington, DC

- Guided visual identity and design operations for progressive nonprofit advocacy organization.
- Designed monthly magazines and newsletters, annual reports, event graphics, social media campaigns, and fundraising materials.
- Redesigned website and brand collateral to improve organizational visibility and stakeholder engagement.

Human Rights Campaign, Associate Director for Design • Jun 1999 to Jun 2006 • Washington, DC

- Promoted to Associate Director for Design; directed design operations, supervised staff/contractors; developed vendor relationships for organizational media.
- Commissioned and directed original photography and illustration, overseeing 12+ unique creative asset productions per quarter through vendor and contractor management.

FREELANCE DESIGN PRACTICE

James Decker, Freelance Graphic Designer & Communications Strategist • Jan 2011 to Present

- Served as design partner for nonprofits, creative agencies, and mission-driven enterprises.
- Designed and maintained websites for notable economists including former US Treasury Secretary, former Bank of England Deputy Governor, and former National Economic Council Director.
- Served as creative director for nation's oldest LGBT charity dance event; generated \$1M+ in annual proceeds for HIV prevention and youth advocacy programs.
- Offered pro bono design support for humanitarian relief campaigns in Iraq, including direct mail, video, and full-page advertisement published in *The New York Times*.
- Serving Heifer International as communications design partner working to end world hunger and poverty by providing livestock, agricultural training, and business support to small-scale farmers.

EDUCATION

Eastern Michigan University, Ypsilanti, MI

Bachelor of Science with a double major in Graphic Design and Philosophy

Prescott College, Prescott, AZ

Political Science and Environmental Policy

Professional Development: Arena Academy Digital Campaigns | General Assembly Digital Marketing