JAMES DECKER

DESIGNER | STRATEGIST | ADVOCATE

(202) 487-0969 • deckerjames202@gmail.com
Linkedin.com/in/jamesdeckerdetroit • jamesdecker.net

SUMMARY

A senior designer, brand strategist and policy advocate with over 25 years of experience leading the direction, development and delivery of design strategy for mission-driven organizations dedicated to building a better world. Expertise in spearheading transformative, organization-wide leadership across high-impact design, communications and media. Dedicated to building, mentoring and leading innovative, high-performing design teams rooted in a commitment to excellence.

EDUCATION

Bachelor of Science | **Dual Degrees in Graphic Design & Philosophy** | Eastern Michigan University

EXPERTISE

Design Strategy | Digital & Print Campaigns | Branding | Graphic Design | Video Production
Executive Leadership | Creative Direction | Strategic Planning | Team Management | Training
Communications Management | Storytelling | Marketing | Digital & Media Campaigns

EXPERIENCE

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

- Expanded visual communications, brand strategy, and multimedia production for a global leader in food justice to improve nutrition for 100M+ small-holder farmers across Africa and Asia.
- Managed website, social media, video production, and organizational communications.
- Led the comprehensive rebrand and website redesign, resulting in 30% increase in website traffic and establishing HarvestPlus as industry leader in nutrition and crop innovation.
- Directed daily print and digital graphic design and communications needs for high-impact campaigns, organizational programs, funder briefs, e-newsletters, and the annual report.
- Produced 30+ videos and multimedia assets across YouTube and Instagram which expanded organizational reach and increased audience growth.

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.
- Elevated firm-wide visual presentations and created templates to standardize design systems.
- Grew and managed visual assets for social media campaigns, creating graphics and animations to boost program engagement.

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

- Partnered with policy experts to translate complex national issues to compelling visual narratives.
- Led visualization and design strategy for a policy think tank addressing energy, economics, national security, and public policy issues for the nation.
- Directed art for policy events, creating data visualizations, and presentation assets.

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

- Provided creative management and design production for a variety of government agencies, including the U.S. Dept. of Housing and Urban Development.
- Developed and designed 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

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

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

- Directed branding and daily design needs, supervised staff and contractors; developed relationships with media for an organization committed to equal rights for LGBTQ+ Americans.
- Commissioned and directed photography and illustration, overseeing creative asset production.

FREELANCE

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

- Founder of design practice to serve as a design partner and communications strategist for nonprofits, creative agencies, and mission-driven enterprises focused on social impact.
- Designed and managed 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 LGBTQ+ charity dance event; generated $1M+ in annual proceeds for HIV prevention and youth advocacy programs.
- Provided pro bono design support for humanitarian relief campaigns in Iraq, including direct mail, video, and full-page advertisement published in *The New York Times*.
- Serve Heifer International as a communications design partner working to end world hunger and poverty by providing livestock, agricultural training, and business support to small-scale farmers.

TRAINING

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

COMMUNITY

Creative Director & Co-Chair | Cherry Fund DC
Organizer | Elissa Slotkin for Congress Campaign