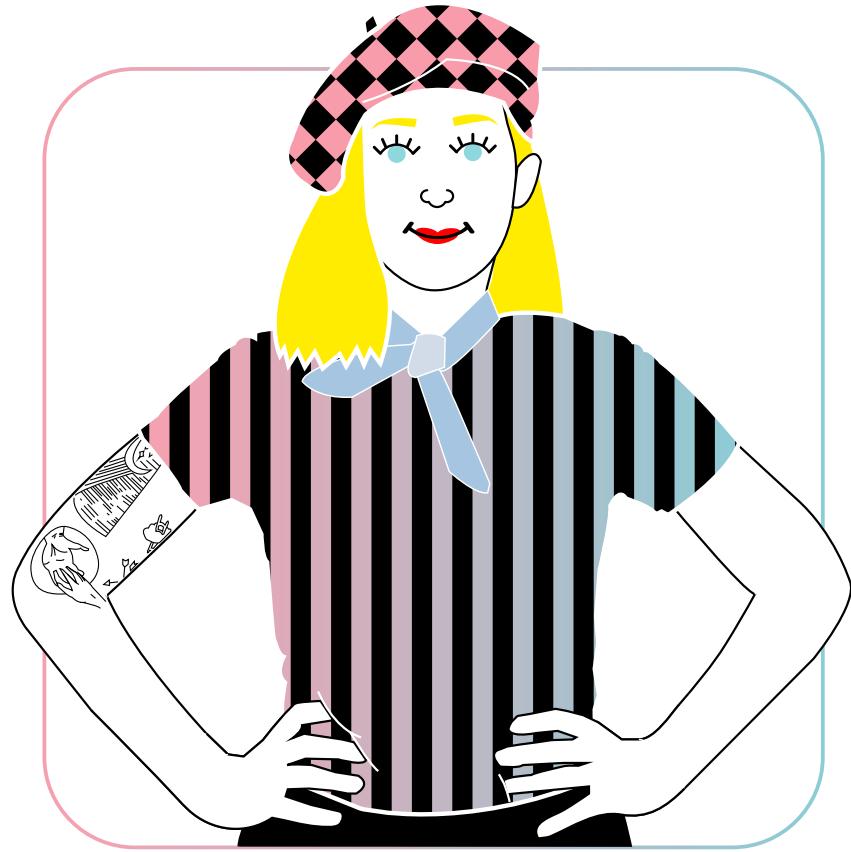


# MARCEA L. DECKER

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multi-media graphic designer,  
illustrator & screenprinter

[marcea.de](http://marcea.de)

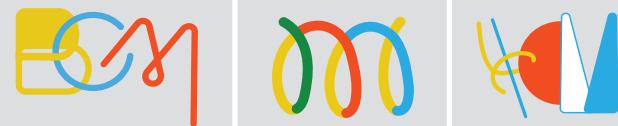


# GRAPHIC DESIGN

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# Brooklyn Children's Museum

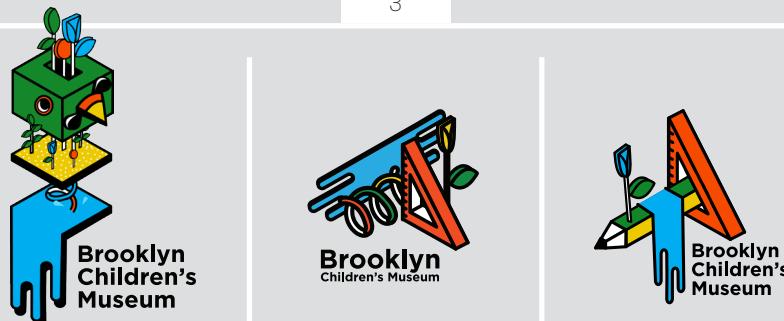
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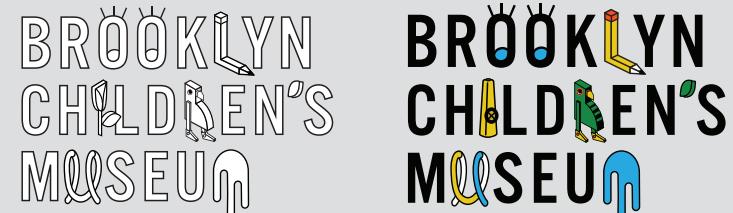
2



3



4



Logo/Branding

Style Guide

Finalized Logo

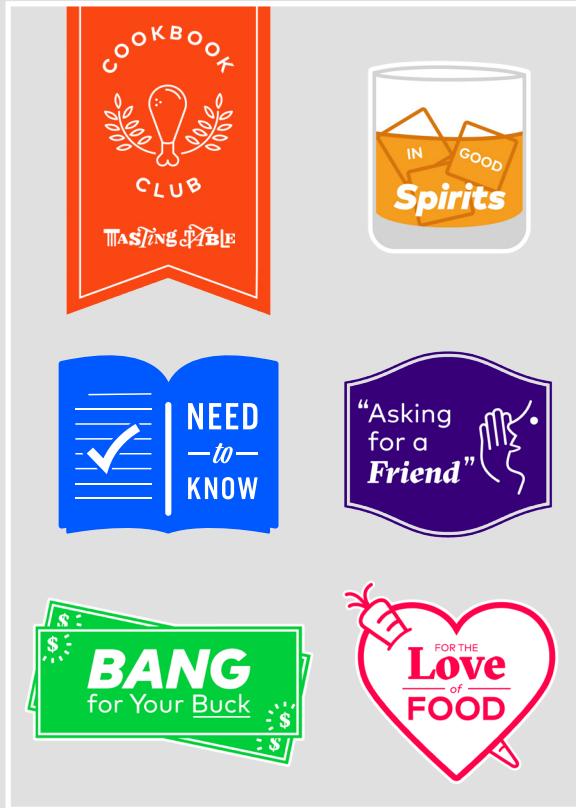


I loved working in a bright color palette with child-like curiosity and energy. I had a blast collaborating with my creative peers from one iteration to the next!



3

## Tasting Table



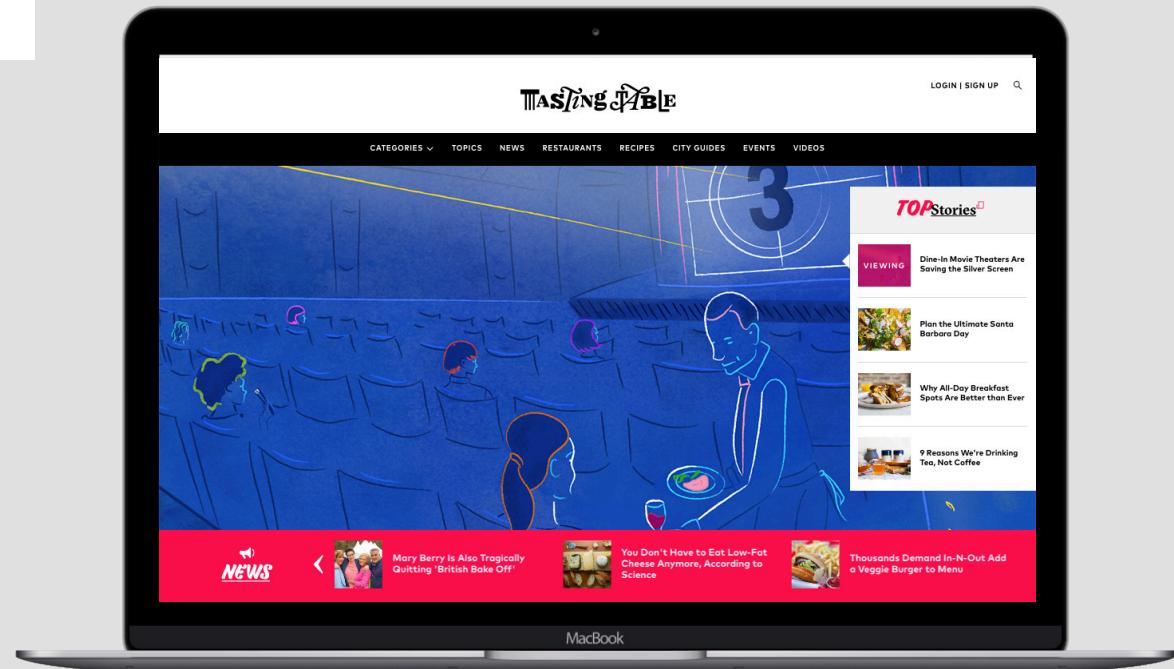
Branding/Badge Illustration

Editorial Illustration

Article Badge Over Image



Editorial Article Badges



Any opportunity to flex my illustration skills and creativity—I'm in! One of my favorite projects was an editorial illustration for a featured article on dinner movie theaters.



## Tasting Table

In-House Ads

Event/Print Design

In-House Ads

Mobile/Web Design

Co-brand Event Signage

Weekend E-mail Template



# Maiden+John



Art Direction

Logo/Branding

Presentations Decks

Stationary

Website Design

What designer doesn't love opportunities to go classic? I really enjoyed drawing inspiration from Swiss and Bauhaus movements to create a sleek, minimal and sophisticated visual identity for M+J.



# U.S. Wildlife Trafficking Alliance



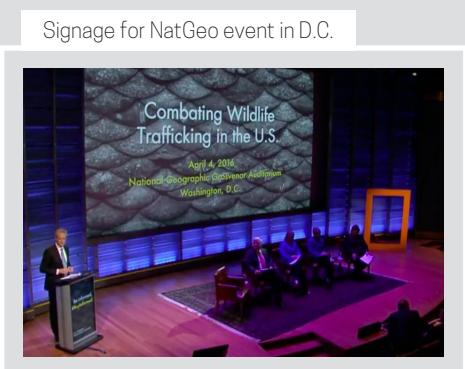
**U.S. Wildlife  
Trafficking Alliance**

BE INFORMED. BUY INFORMED.

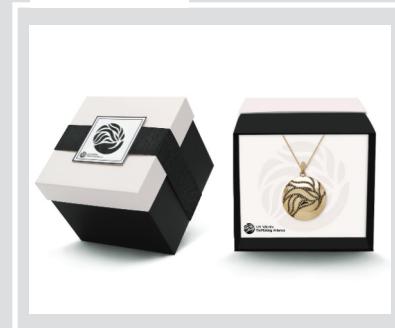
Logo/Branding/Visual Identity

Style Guide

Signage



Partnerships



It was really rewarding to lead the design on many aspects of this overarching, collaborative campaign—and support a cause I personally care a lot about as an avid animal lover!



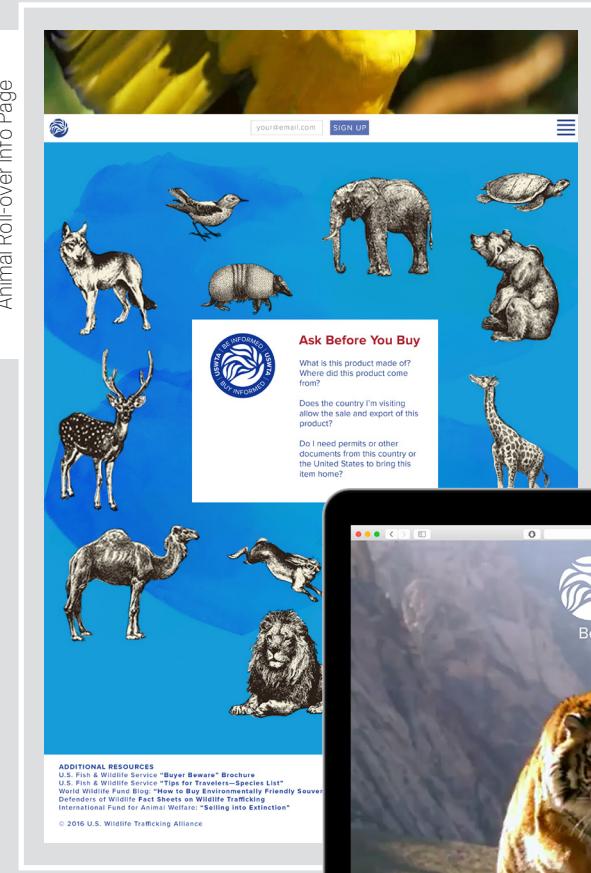
# U.S. Wildlife Trafficking Alliance

Art Direction

Video Editing

Website Design

Animal Roll-over Info Page



Buying Informed List

This screenshot shows the main website page with a large image of a tiger at the top. The header reads 'Buying Informed List' and 'uwtfa.org'. The page is divided into two main sections:

- NEVER BUY: Top 5 Products to Avoid**
  - IVORY: RAW OR CARVED**: Avoid raw or carved ivory from the teeth or tusks of elephants, whales, walruses, and narwhals. Do not purchase ivory carved into jewelry, carvings, figurines, chopsticks, or hair clips.
  - TIGER PRODUCTS**: Avoid products from tigers used in traditional medicine, sold as fur, or as souvenirs or "good luck" charms.
  - RHINO PRODUCTS**: Avoid products from rhinos used in traditional medicine, jewelry, or souvenirs.
  - ALL SEA TURTLE PRODUCTS**: Avoid jewelry, hair combs and sunglasses frames made from sea turtle shell. Do not buy sea turtle meat, soup, eggs, facial creams, shells, leathers, boots, handbags, and other goods.
- BUY CAREFULLY: Top 5 Products to Question**
  - REPTILE LEATHER PRODUCTS**: Many garments including belts, handbags, watchesbands, and shoes are made from non-endangered species and are legal to purchase. However, certain leather products may contain caiman, crocodiles, lizards and snakes. Check that your product has a CITES permit before purchasing.
  - CORAL AND SHELLS**: Many countries limit the collection, sale, and export of live coral and coral products. If you want to purchase coral as a souvenir, jewelry, or aquarium decoration, find out if you need a CITES permit to bring it back to the U.S. Permits may also be required to bring back queen conch shells from many Caribbean countries.
  - WILD BIRD FEATHERS**: Most wild bird feathers require permits, including from parrots, macaws, cockatoos and finches.
  - FUR**: Be aware when purchasing fur while traveling abroad. Most of the world's wild cats are protected and you cannot import skins or items made using the fur of these protected animals.
  - VENIERS**: Shanshoush shawls are woven with the down hair of the protected Tibetan antelope. However, travelers may import clothing made from vicuna (a South American mammal) with a permit from the country of purchase.



# U.S. Wildlife Trafficking Alliance

Art Direction

Photoshoot Prep

Social Media Toolkits

Fashion Week Ads

Fashion Week Ads



Highlighted Species Day Toolkit



Endangered Species Day Toolkit



## Pacific Park, Brooklyn Forest City Ratner Companies

#Under10BK Campaign



Set the Standard Ad Campaign

**Set the Standard for**  
Community.



**Set the Standard for**  
Fun Days.



535 Carlton Affordable Housing



Art Direction

E-mail Blast Design

Social Media + Display Ads

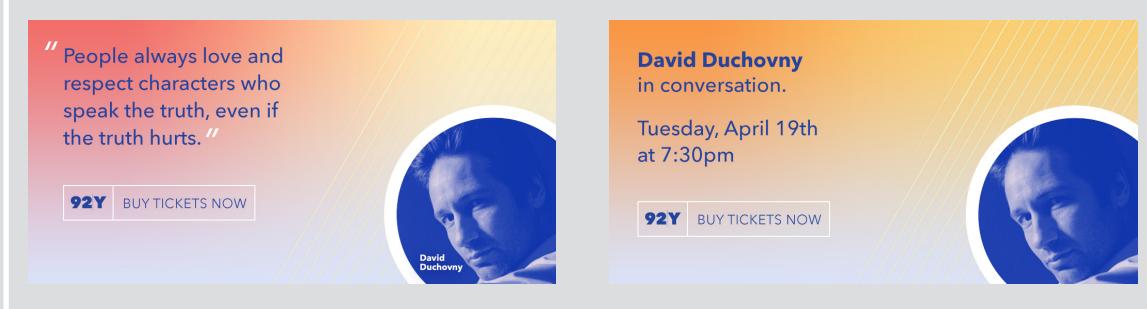
I had a lot of fun leading the art direction for multiple campaigns for FCRC, utilizing energetic composition in tandem with bright and colorful images to add a touch of warmth.



10

## 92Y General Events + 7 Days of Genius Festival

92Y 2016 Event Promotion Ads



92Y 7 Days of Genius Festival



Festival Visual Identity

Social Media + Display Ads

Report Design

I collaborated with the in-house designers at 92Y to come up with a fresh, updated look and feel to both the 92Y event series as well as the annual 7 Days of Genius Festival.



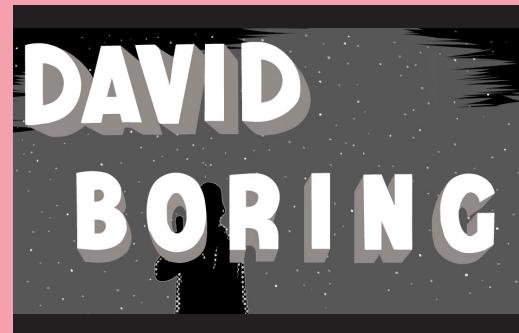
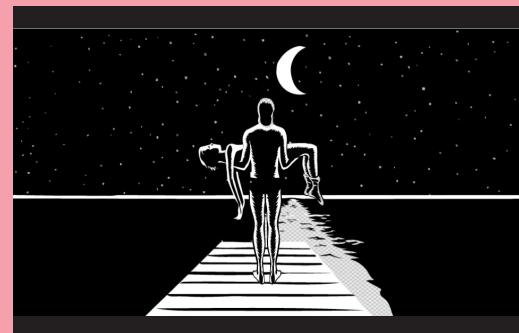
# MOTION GRAPHICS + ANIMATION

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## VIEW MY WORK HERE:

<https://vimeo.com/album/4198465>  
passcode: marceade



I love designing for motion and animating! It's a different kind of creative process that I enjoy integrating into my practice.



# SCREENPRINTING

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## Bad Penny Land, USA



Co-Founder

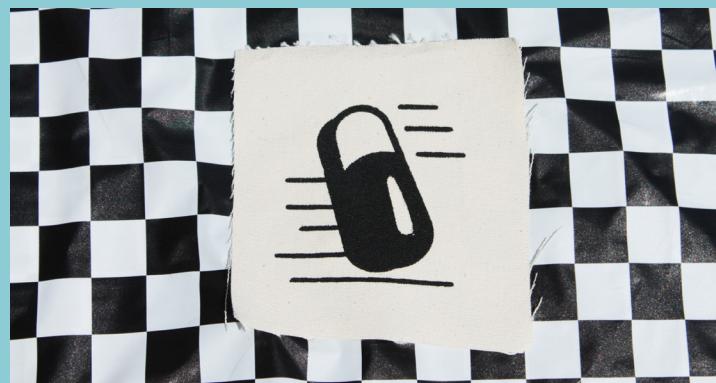
Logo/Visual Identity

Screenprinting

Embroidery

Photography

Art Direction



Screenprinting is my passion medium—I enjoy experimenting and designing for tactile, wearable art! Distribution is also an experiment for us; we do mystery snail mail orders, table at art fairs, zine fests, and flea markets.



# Full Client Experience

## Labor, PACs and Organizations

- Communications Workers of America
- SEIU 32BJ
- SEIU Healthcare Pennsylvania
- United Auto Workers (UAW)
- Connecticut Education Association
- Professional Staff Congress/CUNY
- SEIU Faculty Forward / Grad Workers Forward
- Grad Workers of Columbia-UAW (GWC-UAW)
- NY Paid Family Leave
- Family Values @ Work
- Lyft / New Yorkers for Ride Sharing

## Non-Profits & Cultural Institutions

- 92nd Street Y
- Actor's Equity Association
- The Nature Conservancy
- Colorado River Sustainability Coalition
- The Brooklyn Children's Museum
- Friends of the Brooklyn-Queens Connector
- U.S. Wildlife Trafficking Alliance
- ProgressVA
- Center for Media and Democracy
- Futures Without Violence
- Lambda Legal
- Hawaii Tourism

## Real Estate / Development

- SL Green (One Vanderbilt)
- Maiden+John
- Forest City Ratner Companies
- Two Trees
- Macklowe Properties (200 E 59th)
- Corigin Group (20 East End)
- Delos

## Higher Education / Universities

- Parsons The New School For Design
- Eugene Lang The New School for Liberal Arts
- Healthy Materials Lab, Parsons DESIS Lab
- Pace Law School
- Cornell Tech

## Philanthropy

- The Atlantic Philanthropies
- The Knight Foundation
- The New York Community Trust
- The Charles H. Revson Foundation
- Women's Philanthropy Institute

## Corporate

- Medical Group Management Association (MGMA)
- Johnson & Johnson Baby
- Samsung
- Bailey's
- IKEA
- Nestlé (Coffeemate, Damak)
- Plymouth Gin
- Sunkist
- SubZero Wolf
- BMW

I'm a versatile designer, always looking to expand my experience areas, methods, and skills.

