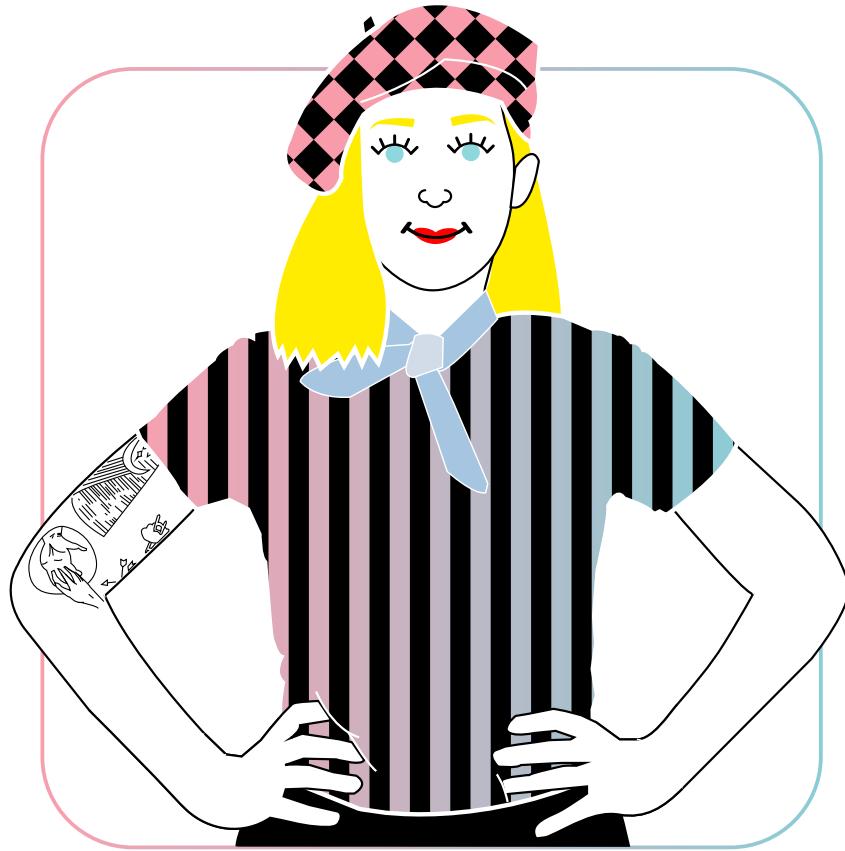


MARCEA L. DECKER

multi-media graphic designer,
illustrator & screenprinter

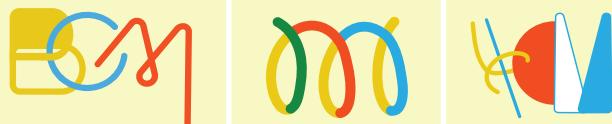
marcea.de



CLIENT-BASED EXAMPLES

Brooklyn Children's Museum

1



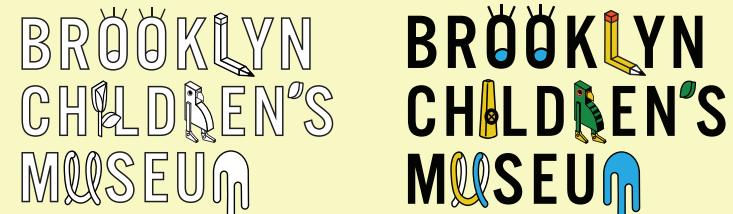
2



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

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



Logo/Branding/Visual Identity

Style Guide

Signage



Partnerships



Signage for NatGeo event in D.C.



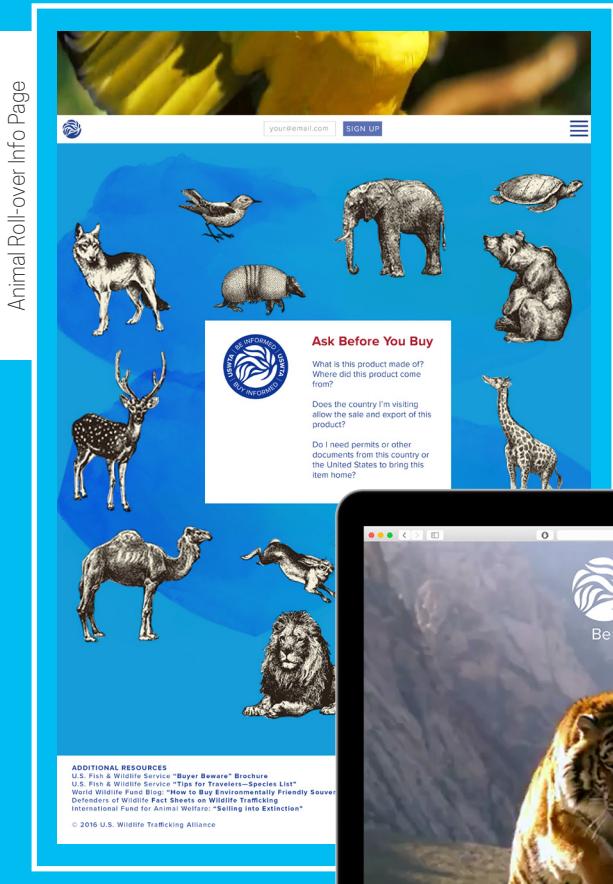
It was really rewarding to lead the design on many aspects of this overarching, collaborative campaign—and support a cause I personally care a lot about as an avid animal lover!



U.S. Wildlife Trafficking Alliance

Art Direction
Video Editing
Website Design

Animal Roll-over Info Page



Buying Informed List

The top half of the page features a large image of a tiger. The main content area is divided into two sections: "NEVER BUY: Top 5 Products to Avoid" and "BUY CAREFULLY: Top 5 Products to Question". Each section lists five products with corresponding icons and brief descriptions. The "NEVER BUY" section includes "IVORY: RAW OR CARVED", "TIGER PRODUCTS", "RHINO PRODUCTS", "ALL SEA TURTLE PRODUCTS", and "WILD BIRD FEATHERS". The "BUY CAREFULLY" section includes "REPTILE LEATHER PRODUCTS", "CORAL AND SHELLS", "FUR", and "WOOL".



U.S. Wildlife Trafficking Alliance

Art Direction

Photoshoot Prep

Social Media Toolkits

Fashion Week Ads

Fashion Week Ads

The image shows two side-by-side fashion week advertisements. The left ad features a woman in a black turtleneck with the text "Turtlenecks? In. Tortoise shell? Out." and "Be informed. #BuyInformed". The right ad shows a person's legs in black jeans with the text "Skinny jeans? In. Leopard skin? Out." and "Be informed. #BuyInformed". Both ads include the U.S. Wildlife Trafficking Alliance logo at the bottom.

Highlighted Species Day Toolkit

The image shows two ads from the Highlighted Species Day Toolkit. The left ad features a dark background with an elephant's trunk and tusk, with the text "Poachers kill one elephant **every 15 minutes** to fuel a massive and lucrative illegal ivory trade." and "Be informed. #BuyInformed". The right ad features a close-up of a rhino's face with the text "Three Rhinos Are Killed Every Day" and "Poachers are driven by demand for their horns, which are falsely believed to have medicinal purposes." Both ads include the U.S. Wildlife Trafficking Alliance logo at the bottom.

Endangered Species Day Toolkit

The image shows two ads from the Endangered Species Day Toolkit. The left ad features a sea turtle swimming underwater with the text "I belong in the sea, not in a sunglasses store." and "Be Informed #BuyInformed". The right ad features a tiger's face with the text "I belong in the jungle, not on your living room floor." and "Be Informed #BuyInformed". Both ads include the U.S. Wildlife Trafficking Alliance logo at the bottom.



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

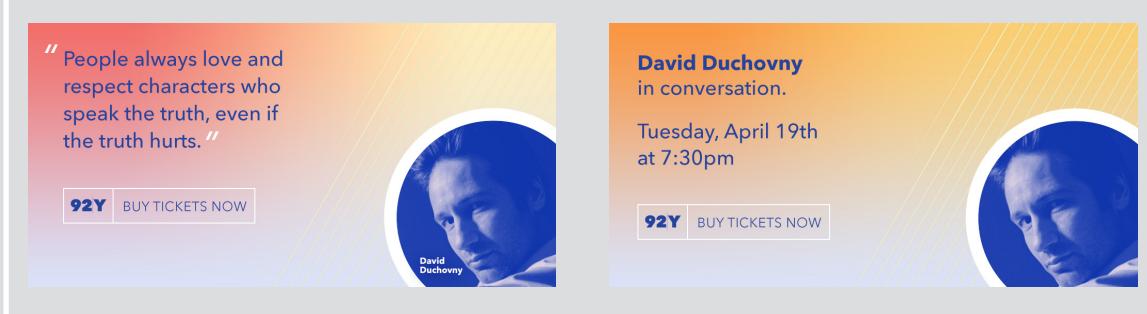
Social Media + Display Ads

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.



92Y General Events + 7 Days of Genius Festival

92Y 2016 Event Promotion Ads



92Y 7 Days of Genius Festival



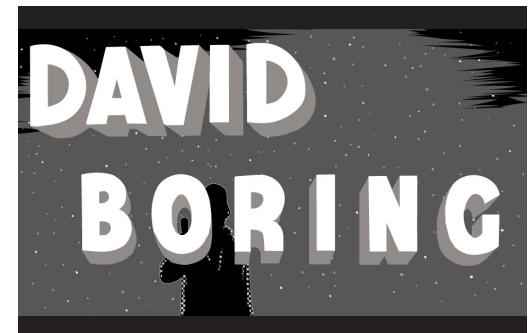
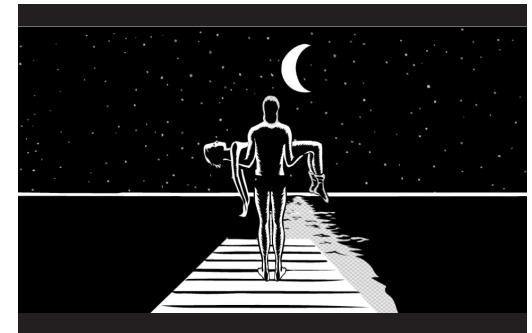
Festival Visual Identity
Social Media + Display Ads
Report Design

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



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



SCREENPRINTING

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

Real Estate / Development

- SL Green (One Vanderbilt)
- Maiden+John
- Forest City Ratner Companies
 - The Bridge at Cornell Tech
 - Pacific Park Brooklyn
- Two Trees
 - 50 W 23rd
 - The Dock Street School
 - 20 Jay Street
 - 45 Main
 - 55 Washington
- Macklowe Properties (200 E 59th)
- Corigin Group (20 East End)

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
- Delos
- Samsung
- Bailey's

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

