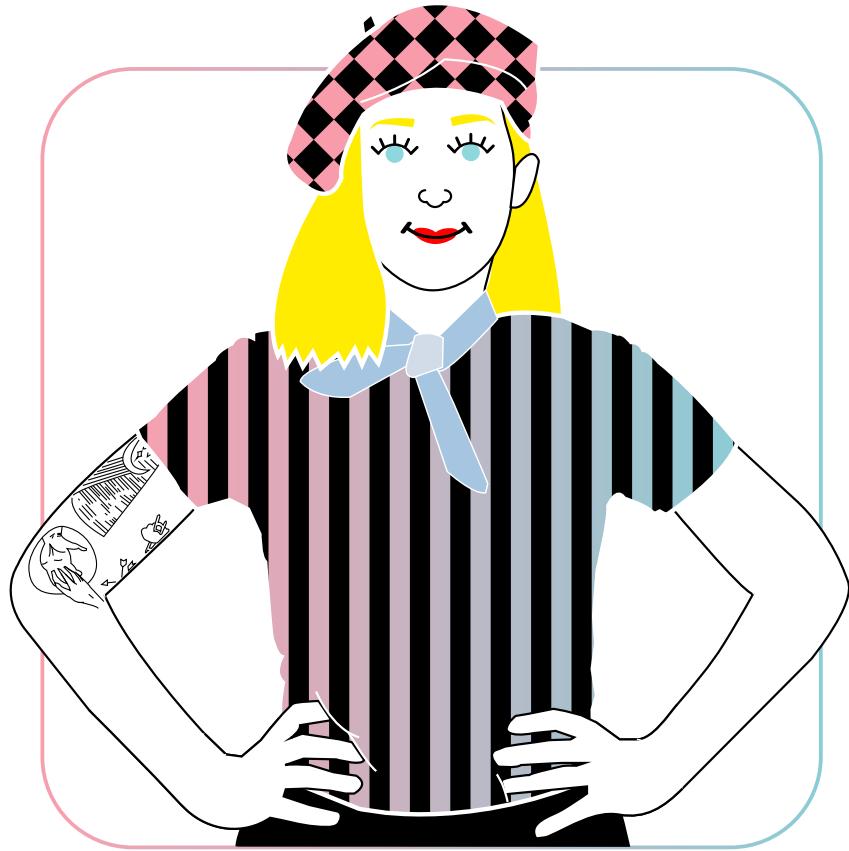


MARCEA L. DECKER

multi-media graphic designer,
illustrator & screenprinter

marcea.de



GRAPHIC DESIGN

Brooklyn Children's Museum

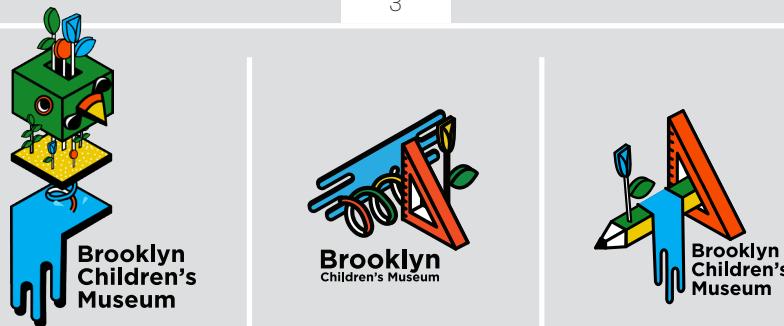
1



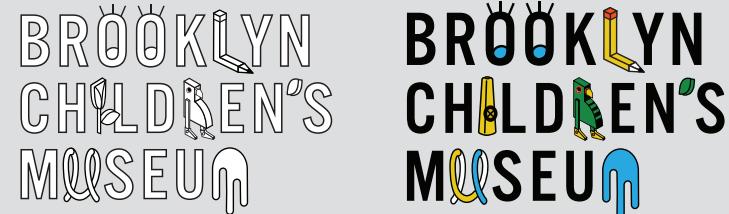
2



3



4



Logo/Branding

Style Guide

Finalized Logo

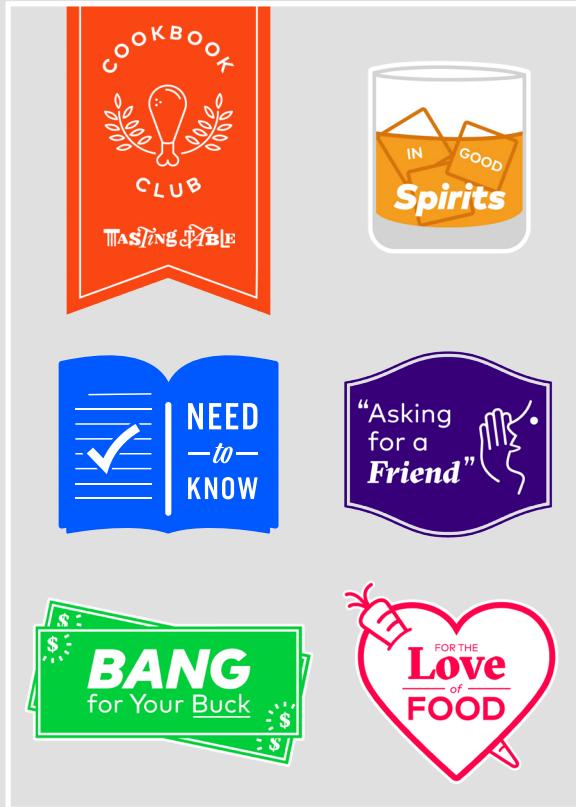


I loved working in a bright color palette with child-like curiosity and energy. I had a blast collaborating with my creative peers from one iteration to the next!



3

Tasting Table



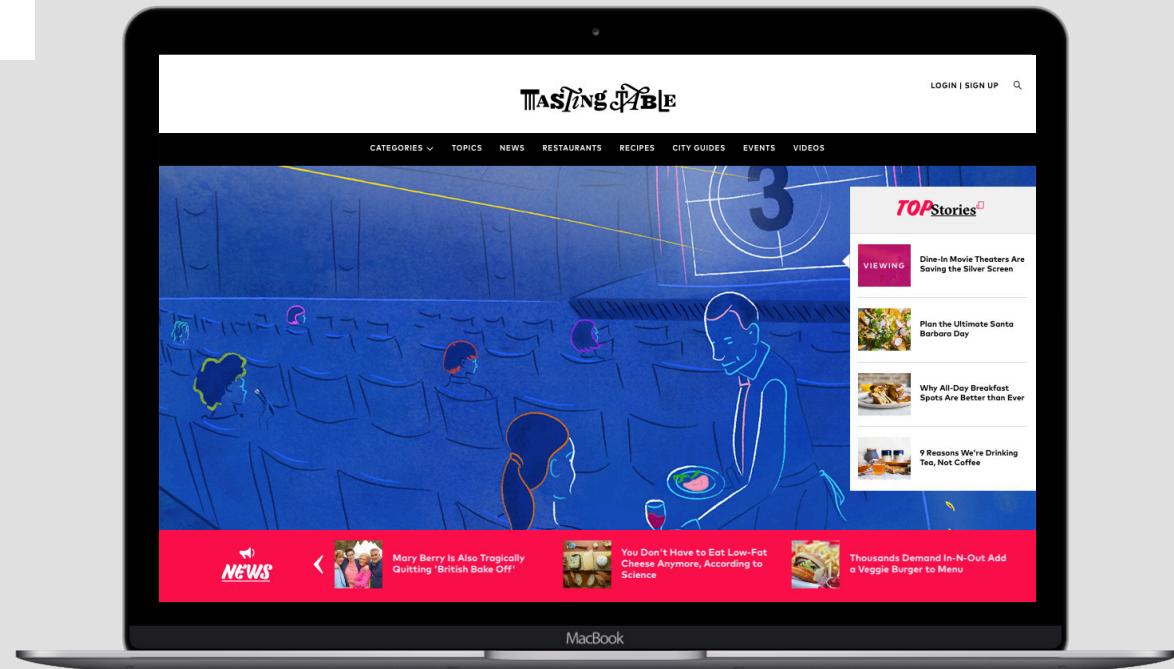
Branding/Badge Illustration

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

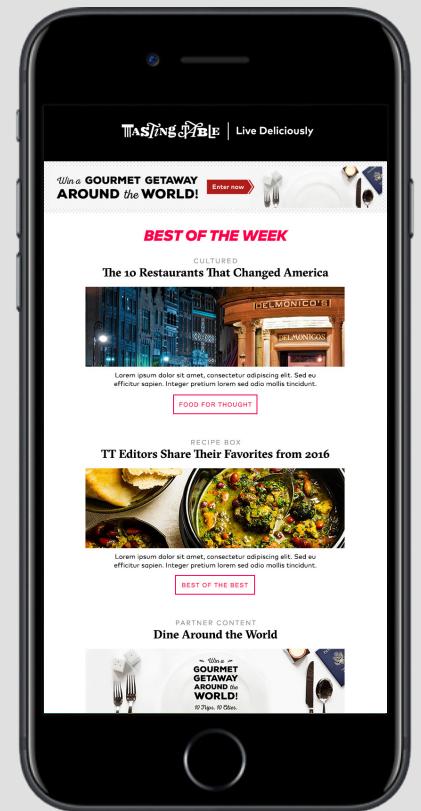
Event/Print Design

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



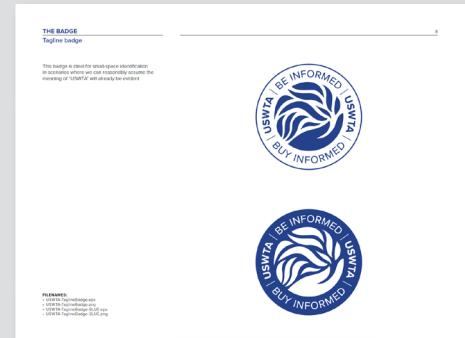
**U.S. Wildlife
Trafficking Alliance**

BE INFORMED. BUY INFORMED.

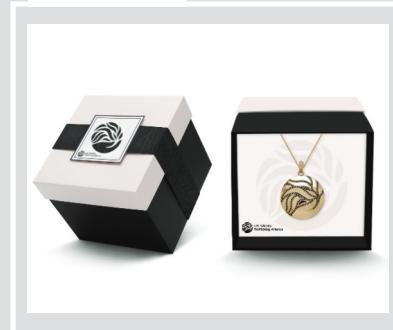
Logo/Branding/Visual Identity

Style Guide

Signage



Partnerships



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!



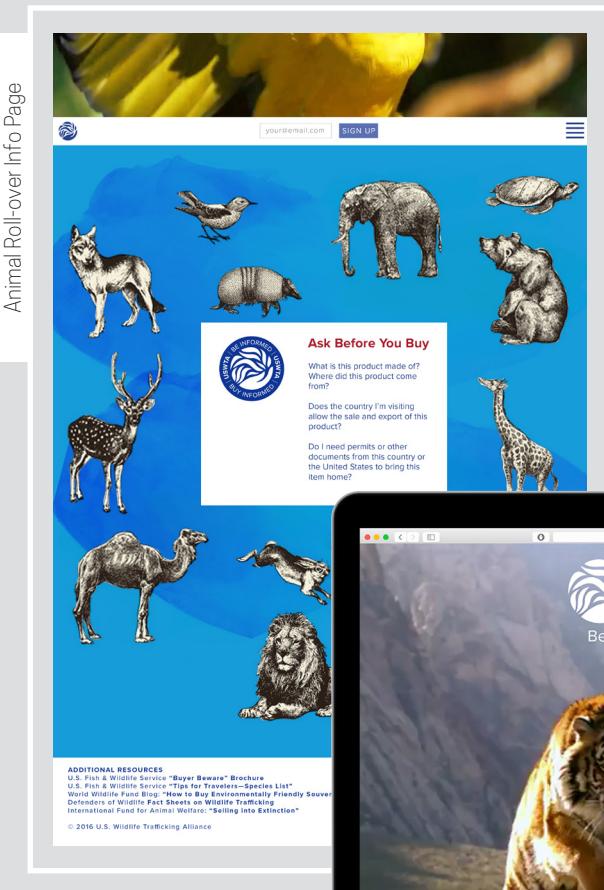
U.S. Wildlife Trafficking Alliance

Art Direction

Video Editing

Website Design

Animal Roll-over Info Page



Buying Informed List

This screenshot shows a desktop view of the website. At the top right is a search bar with 'your@email.com' and a 'SIGN UP' button. Below the header is a large image of a tiger and a jaguar. The main content area is divided into two columns. The left column is titled 'NEVER BUY: Top 5 Products to Avoid' and lists 'IVORY: RAW OR CARVED', 'TIGER PRODUCTS', 'RHINO PRODUCTS', 'ALL SEA TURTLE PRODUCTS', and 'WILDLIFE FEATHERS'. The right column is titled 'BUY CAREFULLY: Top 5 Products to Question' and lists 'REPTILE LEATHER PRODUCTS', 'CORAL AND SHELLS', 'WILD BIRD FEATHERS', 'FURS', and 'WOOLS'. Each category includes a brief description and a small icon. A footer at the bottom features the 'U.S. Wildlife Trafficking Alliance' logo and the tagline 'Be Informed | Buy Informed'.



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 features a person 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 toolkits. The left toolkit features a dark background with an elephant's trunk and tusk, and the text "Poachers kill one elephant **every 15 minutes** to fuel a massive and lucrative illegal ivory trade." The right toolkit features a close-up of a rhino's face with the text "Three Rhinos Are Killed Every Day". Both toolkits include the U.S. Wildlife Trafficking Alliance logo at the bottom.

Endangered Species Day Toolkit

The image shows two toolkits. The left toolkit features a sea turtle underwater with the text "I belong in the sea, not in a sunglasses store." The right toolkit features a tiger's face with the text "I belong in the jungle, not on your living room floor." Both toolkits 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



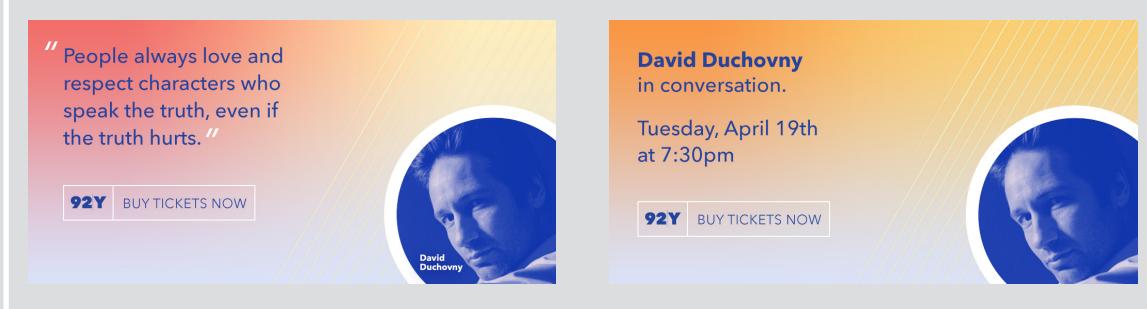
- Art Direction
- E-mail Blast Design
- Social Media + Display Ads

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.

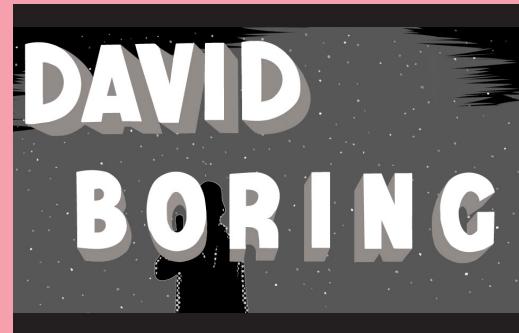
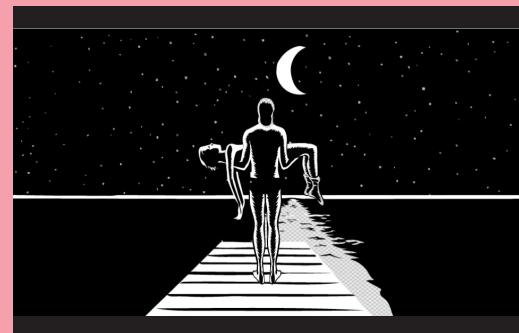


MOTION GRAPHICS + ANIMATION



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

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.

