

DAVID DECKER

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Profile

With over 15 years of experience in the creative industry, I have had the opportunity to focus on creative solutions for the technology and education industry in an ever evolving landscape of electronic, print, and other media. My work demonstrates a strong focus on structure, an emphasis on esthetics and a firm belief that simple is better. I am a unique individual that can adapt to different situations to develop successful solutions to meet the objectives of the project, client and company.

Experience

Design Projects Specialist Manager, Higher One, Inc. New Haven, CT 2008 - Current

- Develop best practices and standards for consumer email development with a focus on responsive design for all devices including mobile.
- Implementation and administration of Workforce, a cloud project management environment to allow multiple locations and teams to work collaboratively together.
- Implementation and overseeing of a Variable Data Printing (VDP) web to print web portal to reduce production and overhead costs. A \$300k savings was realized the first year of use.
- Oversee the deployment of various Content Management System (CMS) web portals including the corporate site and consumer branded sites.
- Over 10 years of developing campus marketing for Higher Education.
- Support the UI team in the creation of web and mobile applications.
- Manage and lead the collaboration between multiple vendors to drive projects forward while meeting company objectives of reducing overhead costs.

Art Director, Higher One, Inc. New Haven, CT 2004 - 2008

- Oversaw brand development and marketing for different campaigns.
- Led and mentored a team of designers and copywriters that were responsible for supporting client and corporate creative initiatives.
- Developed repeatable process to manage 400+ clients marketing requirements.
- Supported the Software Development team with creating web sites and branding standards.
- Developed corporate branding standards and oversaw implementation.
- Guided and supported design team to meet company and individual goals.

Sr. Graphic Designer, Transcentive, Inc. Shelton, CT 2000 - 2003

- Developed and managed the operations of the Art Department.
- Responsible for changing the corporate identity from CMS to Transcentive, Inc.
- Designed and developed corporate, client, and employee Web sites.
- Developed UI graphics and packaging for software line.
- Produced conference materials and oversaw creative conference logistics.
- Developed marketing campaigns concepts for the web and print.
- Managed multiple external vendors.

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Graphic/Web Designer, Priceline.com Norwalk, CT 1999 - 2000

- Redesigned priceline.com, which included all graphic work and front-end HTML coding.
- Designed and developed company intranet site.
- Created print and web advertisements for marketing promotions in various media channels including Yahoo and MTV Real Word Hawaii.
- Optimized audio & video for web broadcasting.

Jr. Graphic Designer, MasterX Corporation Middletown, CT 1997 - 1998

- Created logos and packaging designs for company software applications.
- Designed and developed client Web sites.

Education

Master of Science in Multimedia & Interactive Communication, 2005
Quinnipiac University, Hamden, Connecticut

Bachelor of Arts in Graphic Design, 1997

Western Connecticut State University, Danbury, Connecticut

Skills

- UI/UX development (web, mobile, desktop)
- Web development languages (HTML4/5, CSS3)
- Web content management systems (Joomla 3+, WordPress 3+)
- Variable data printing and web to print solutions
- Responsive email design and development
- Campaign development for cross media channels
- Brand development and maintenance
- Offset print production
- Adobe Creative Suite

Referrals

Available upon request.