

James Decker

Illustrator, Graphic Designer & Brand Specialist

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Versatile and dedicated graphic designer with over 20 years of experience in apparel, branding, marketing, and product design. Adept at translating concepts into compelling visual solutions that resonate with target audiences. Skilled in leading a range of projects independently or collaboratively delivering innovative designs and concepts for renowned brands and organizations.

Experience

Freelance Designer

2002 – Present

Development of design solutions, brand identities to include logos, apparel collections, marketing collateral, character design, illustrations, interior design, and murals. Notable clients include Sony, MTV, MLB, Nickelodeon, NCAA, Marvel, The Columbus Zoo, Safe-Lite Foster Love Organization, signage breweries, resorts, restaurants, food trucks and various charity organizations.

Wood Werks Supply Inc / Axiom Precision Marketing & Design Manager

2010 - 2023

Oversaw all aspects of visual identity, content design, and marketing communications for two growing brands in retail and precision manufacturing. Directed digital marketing campaigns, website design, website management, product photography, trade show booth design, and video production.

JAmerica / Top of The World

2012 – 2017

Lead Designer

Designed licensed apparel, head wear and accessories for THE Ohio State University, College Football Playoff, NCAA Sports, Disney, Star Wars, and national resorts. Produced seasonal catalogs, sales presentations, and marketing campaigns to showcase new collections. Collaborated with licensing teams to ensure brand alignment and production quality across all product lines.

Art Brands / Success Apparel

2005 – 2010

Senior Apparel Designer

Directed design and development of John Deere Wrangler, Necco Candies, Mac Tools, and Country Girl. branded apparel, head wear, outerwear, sleepwear and accessories. Created marketing campaigns, retail catalogs, marketing materials tailored for both wholesale and direct-to-consumer distribution. Worked closely with brand managers to ensure brand alignment and production quality across all product lines.

United States Marine Corps

1990-1994

Education

Bachelor of Fine Arts
Columbus College of Art &
Design 1998

Key Skills

- Adobe Creative Suite
- Product Development
- Screen Print Separations
- Web Design
- Marketing
- Illustration