



HARRY DECKER | Creative Director

RESUMÉ
2020

SUMMARY

COLLECTIVE EXPERIENCE

- 20+ years in graphic design and art direction
- 12+ years of experience in creative direction
- 15+ years in brand strategy, brand engagement, brand development and brand expression
- 10+ years in team management, team leadership, mentorship, training and team evaluations
- 10+ years in strategic and creative copy writing and content creation
- 8+ years in digital strategy, marketing platforms, user experience (UX), customer experience (CX)

SUMMARY

STRENGTHS

Strategy and concept

- Expert in branding, brand strategy, brand development and brand activation
- Strong strategic approach, conceptualization and ideation aligned with business objectives
- User-centric design thinking, big picture thinking
- Strategic planning of media mix and media activation

Leadership and creative team management

- Leading interdisciplinary creative teams through the entire creative process
- Close collaboration between client services, leadership and creative team
- Close collaboration with clients, stakeholders and decision makers
- Close collaboration with web developers, partners and vendors through many projects
- Complete creative supervision of photo shoots, video shoots, pre- and post-production
- Upholding and raising creative standards through best practices and creative accountability
- Proactive in mentorship, team and culture development, consistent talent growth
- Team evaluation processes, career goal setting and alignment
- Excellent presentation skills, building consensus and strong relationships

Content creation

- Strategic brand copy writing (both internal and audience facing)
- Creative briefs, messaging, brand personality, brand guidelines
- Development of scripts, storyboards, and long form videos

Design

- Expert in brand development, brand expression, brand design and campaign development
- Development of creative concepts for products and services, advertising and marketing campaigns, inbound marketing initiatives and social media marketing
- Detailed and precise design execution and production of concepts across traditional, print and digital media
- Illustration and digital painting

Digital media

- Designing web and app concepts, user experience (UX), user interface (UI)
- Expertise in information architecture, functional requirements, wire frames, interaction design
- Rapid interactive prototyping (InVision)

SUMMARY

SOFT SKILLS

- Exceptional organizational and communication skills
- High attention to detail
- Excellent problem-solving skills
- Divergent design thinking
- Extensive client presentations experience
- Independent, resourceful, quick
- Solution- and value-oriented
- Enthusiastic, committed team player
- Positive, proactive and considerate mindset
- Stress-tolerant and used to exceeding deadlines
- Knowledge of learning methods and strategies
- Knowledge of user experience design, human-centered design, design thinking models
- Fluent in English and German

SOFTWARE SKILLS

- Adobe Creative Cloud mastery: Photoshop, Illustrator, InDesign, XD, Bridge, Acrobat
- Working proficiency in web design tools Sketch App, InVision App
- Platform knowledge in Hubspot, Miro, Webflow, Squarespace
- Email marketing tools such as Mailchimp and Constant Contact
- Microsoft Office, Mac OSX and peripheral software
- Project management tools such as Airtable, Asana, Basecamp, Trello, Slack
- Interactive communication such as Zoom, Google Hangouts, Uber, Webex

CAREER HISTORY



Nov 2016 - Present

Creative Director

DoubleDeckerDesign

La Mesa, CA

CLIENT EXPERIENCE

Binary Tree

DuChateau

Etha Natural Medicine

Fleet Science Center

Green Flash Brewing

IPS Group

Perfect Bar

Ten Stories

Workshop Built

Cobalt SportFishing

Thought Horizon

PROJECTS

UX/UI for SaaS software solutions

Retail print design

Brand foundation and development

STEM Ecosystem Creative Direction, RFP consulting

Packaging design

Smart Parking management suite UX/UI

Creative Direction, products and brand

Art Direction

Brand foundation and copy writing

Brand identity

Social copywriting

CAREER HISTORY

2020

2016

2010

2002

2001

1999

1997



Feb 2010 - Nov 2016

Creative Director

Mth Degree

San Diego, CA

CLIENT EXPERIENCE

Ashford University
Balboa Park Cultural Partnership
Bridgepoint Education
Directed Electronics
Eagle Creek
Ease Interactive
Fleet Science Center
Hubbs SeaWorld Research Institute
Green Flash Brewing
Include Autism
LG Electronics
MiraCosta College
Monarch School
Northwestern University
Our Greater San Diego Vision
Razer
Samsung
Sandag
San Diego Chargers
San Diego Foundation
San Diego Padres
Sharp
Sony
Surfhouse Adventures
Universal Technical Institute

PROJECTS

Multiple video and digital projects
Branding workshop
Multiple video and digital projects
Brand Refresh and viral videos
Digital experience design
Interactive training
Complete brand refresh
Complete brand refresh
Brand refresh, multiple digital and print projects
Brand refresh, website, pro bono work
Multiple digital projects, interactive training
Complete brand refresh
Fundraising videos, pro bono work
Publications, print projects
Complete brand development and roll-out
Product launch, e-commerce site
Responsive Learning Management Platform
Digital data visualization
Multiple season marketing and branding
Brand development
Multiple season marketing and branding
Mobile apps
Multiple print and digital projects
Rebranding and website
Digital student interview platform

CAREER HISTORY



Jun 2002 - Feb 2010

Creative Director / Sr. Art Director

Sulic Worldwide

La Jolla, CA

CLIENT EXPERIENCE

- Canum Entertainment
- Cocoon Studio
- Hoist Fitness
- InfoSpace
- LG Electronics
- Microsoft Windows Mobile
- Milton's Delicatessen
- Moots Bikes
- Nike+
- Pioneer
- Reuben H Fleet Science Center
- ScubaPro Diving
- Shimano PRO
- Siemens Mobile
- Siemens Transportation
- Skyworks Mobile
- Sony Electronics
- Titan Corporation
- Westinghouse

PROJECTS

- Brand identity
- Print projects
- Brand identity
- Video and motion graphics
- Retail and trade show displays, product launches
- VIP product launch kits
- Packaging, photography
- Retail displays, print graphics
- Human Race 10K event marketing, POS marketing
- Digital product demo
- Print projects
- Multiple product catalogs, print advertising
- Print advertising, product launch materials
- Multiple product launches, interactive product demos
- Video projects
- Retail and trade show graphics
- Multiple print projects, nationwide newspaper inserts
- Print projects
- Retail packaging solutions

CAREER HISTORY

2020 2016 2010 2002 2001 1999 1997



Apr 1999 - Dec 2001

Jr. Art Director / Art Director

Fröhling Advertising

Düsseldorf, Germany

CLIENT EXPERIENCE

Alpine Car Entertainment
Citizen Watches
Contrast Media Planning
Guinness Irish Stout
Harp Lager
Kilkenny Irish Beer
Kölner Bank
Kölner Hofbrewery Früh
Kölner Express Newspaper
Megaposter
Nokia Mobile
Norman Icking Fashion
Osram Lighting
Perfect Office
Reemtsma Tobacco
Sopexa French Food

PROJECTS

Print projects
Print advertising
Outdoor print advertising
Nationwide promotions
Nationwide promotions
Nationwide promotions
Print advertising campaign
Print advertising campaign
Print advertising
Outdoor print advertising
Print advertising
Print advertising
Print materials, brochures
Product packaging
Print advertising
Print advertising campaign

CAREER HISTORY



Aug 1997 - Mar 1999

Graphic Designer

Intevi Advertising

Cologne, Germany

CLIENT EXPERIENCE

Airport Bonn/Cologne

Center Parcs

Communication Belt

Dupont Spies Hecker

FTI Touristik

Kölner Express Newspaper

Stora Enso Paper

Tönissteiner Water

PROJECTS

Print advertising, print graphics

Print advertising campaign

POS print materials

Print advertising campaign

Print advertising

Print advertising

Print advertising campaign

Outdoor print advertising

EDUCATION (GERMANY)

Abitur*

Emil-Fischer-Gymnasium, Euskirchen, Germany

**Abitur certificate is issued after passing final exams after 13th grade.*

The document formally includes graduation certificate and the college or university entrance exam.

Graduated with A-

Certified Visual Merchandiser*

Chamber of Commerce, Cologne, Germany

**2-year higher vocational school teaching applied knowledge for the design trade, including respective subjects.*

Graduated with A

Associate Degree in Marketing & Communication*

Tertia Academy for Advertising & Communication, Bonn, Germany

** 2-year postgraduate academic program*

Graduated with A-

Associate Degree in Graphic Design*, **

Technical College of Graphic Design, Rheinbach, Germany

**2-year postgraduate professional, hands-on program*

Graduated with Highest Honors

****Both degrees combined compare to and exceed a Bachelor's Degree.**

ADDITIONAL EXPERIENCE

Teacher, German language immersion

Berlitz Language School, San Diego

Teacher, Branding Workshop

Balboa Park Learning Institute, San Diego

Adjunct Professor, Advertising Creative

SDSU, School of Journalism, San Diego

Portfolio Judge and Reviewer

SDSU, PLNU, City College and San Diego AIGA

UPON REQUEST

Complete portfolio

Professional references