

JAMES DECKINGER

ART DIRECTOR / CREATIVE DIRECTOR

OVERVIEW: You know, these things are always hard because how do you summarize a career that began in 1997? I'm going to try. I started as an art director. I still am, but today I'm more than that.

Over the last couple of years, I've worked in the professional services space as well as eCommerce, fast casual food and audio tech. Although I come from a traditional advertising background, I appreciate that social media is a way to meet customers where they are with meaningful content. So, that's what I make for my clients now.

FREELANCE CREATIVE DIRECTOR (2008-Present)

AGENCIES: MRM, FCB Health, Digitas, Digitas Health, Saatchi Wellness, Havas, Area 23, Rauxa, Ogilvy, Digitas Health, McGarryBowen, Arnold, CHI & Partners, MRM, 360i, JWT, Organic, Razorfish, Berlin Cameron, Untitled, Cline Davis Mann, Wunderman, Digitas, Mr.Youth, Edelman, Saatchi, Possible Worldwide

BRANDS: GlaxoSmithKline, Samsung, Huawei, Citibank, Sony, Novartis, Pfizer, AbbVie, Sanofi, United Healthcare, American Express, BNY Mellon, T.Rowe Price, Capital One, HSBC, as well as other confidential assignments that you'll just have to wonder about.

FAVORITE SHIRT, FOUNDER (2016-Present)

ABOUT: I started Favorite Shirt in 2016 as a way to help small businesses ideate and execute across multiple platforms. Today, I lead all creative development, and I bring in the right people for each assignment from strategists, to photographers, to copywriters to designers.

CLIENTS: Schiller, DuCanto & Fleck, Orlane, Pita Chip, Treegoat, Arts at Work, John Wm. Macy's, ColumbiaDoctors, Consumer Reports, Seth Everett's "Sports With Friends", etc.

ABOUT ME

PRO BONO

KIND Empatico
The Montreal Oral School for the Deaf
The Epilepsy Foundation of Long Island
Shen Wei Dance Arts

EDUCATION

Syracuse University
School of Visual Communications
BFA - Advertising Design

PORTFOLIO

WNW Vetted Member, Since 2016
deckingerportfolio.com
Health Password: charlesminlend

CONTACT

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VOLUNTEER COACH

Larchmont/Mamaroneck Little League (retired)
Youth Baseball of New Rochelle (retired)