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MICHAEL RYAN DECKER

an art director creating web content for Sam's Club, based in New York City.

education

SCAD: The University for Creative Careers
BFA Graphic Design
Savannah, GA

skills

Art Direction
Branding & Identity Systems
User Research & Testing
Email Marketing
Layout & Publication Design
Stop-Motion Animation
Web Design

tools

InDesign
Photoshop
Illustrator
Lightroom
HTML/CSS
Google Web Designer

experience

2019-present
Art Director
Sam's Club | **Remote**
Works together with outside vendors to design paid placements that merge the brand identity and voice of Sam's Club with outside brands or vendor's messaging and products. Designing anywhere from a single placement to a branded micro site or email.

2016-2019
Art Director & Designer ⤴
Target | **Minneapolis, MN**
Part of Target's Promotional team that delivers weekly content to over 40 million households. Collaborates with a cross functional team of merchant partners, marketing strategists, producers, photographers and stylists to design and art direct portions of Target's Weekly Ad and social media based digital ads.

2017-2019
Creative Director, Event Planner & Writer ⤴
Glassbox, an internal Target organization | **Minneapolis, MN**
Established the branding for Glassbox, a new organization within Target that works to better understand the next generation of guests. Led a committee to develop four company-wide events. Write and design for a monthly newsletter. Oversee the organizations creative direction.

2009-2017
Lead Designer ⤴
A Dog's Life Pet Salon | **Spring, TX**
Developed a voice and visual direction for an upscale dog salon. Designed material for various promotional campaigns and in-store marketing. Created and managed a website and email newsletter.

Summer 2014
Art Director & Designer Intern
Target | **Minneapolis, MN**
Created a health & well-being campaign, designed to help Target promote a variety of wellness products and encourage guests to purchase them through promotional, value driven ads.