

# HENRY MACEACHERN

Multifaceted graphic and communication designer with 3+ years experience designing for Fortune 500 brands. Consistently exceeds expectations as a team player and peer leader, driving strategy and delivering elegant, effective design solutions that connect with the customer and support the business. Adept at hybrid and remote, but excited to experience in-office on a creative team.

## CONTACT

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## WEBSITE

[biglinedesign.com](http://biglinedesign.com)

## WORK EXPERIENCE

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### **Ford Motor Company** (D-Ford) Communication Design Lead

2021 - 2023

- Versatile storyteller across a wide variety of focuses and mediums: brand, video, print, digital
- Entrusted to lead Communication Design for innovation team (internal storytelling and brand guidelines)
- Co-Designed ethnographic research experience related to the "Future of Performance"
- Trained internal Ford team on best-practices communicating news through an evolved and modern newsletter site
- Photographed DID's 2023 "Designed-By" event in Detroit, MI capturing youth, designer and vehicle interactions
- Earned Ford certification for "Design Thinking Mindsets"

### **Hatch** (non-pro it, global think tank)

2021 - 2021

#### Graphic Designer: Communication, Marketing, & Social Media Coordinator

- Successful 4 month internship led to paid position as creative lead
- Developed creative direction/story and brand collateral for 25th "HATCH Summit" event
- Created motion graphics and templates for social platforms
- Refreshed brand identity and website design

### **Perry Ellis International** - Nike Swim

2019 - 2019

#### Graphic Design Intern

- Designed season apparel graphics for Nike Swim for 2021 Nike Swim line; extremely rare outcome for interns
- Received high ratings from Nike executives in design reviews for both designs and presenting capabilities
- Successfully applied market trend research to inspire design and execution
- Strategically communicate design ideas and concepts to marketing, sales, and executive leadership

2019 - 2024

### **Bigline Design** (personal freelance design brand)

#### Freelance Designer

- Creator and Organizer of collaborative fundraising campaign in support of Skate Nation Ghana (in progress)
- Curated brand visual identity system and website design for film production company Off Brand Visuals
- Creative Direction and designs created for album art for Penny Beverly's songs "Jump-In", "Something Else" and "Dreams Are Your Master"
- Developed logo designs for variety of clients ranging from small businesses to international sports teams.

## EDUCATION

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### **Montana State University** (Bozeman, MT)

- Graduated 2021 with Honors and B.A. in Graphic Design
- 1 of 4 "Bronze Pencil Award" recipients of the 2021 class of Graphic Design students (given to outstanding seniors at MSU for their creative talents and artistic abilities)

### **Nottingham Trent University** (Nottingham, UK)

- Graphic Design study abroad program, spring 2020
- Developed a further understanding of design research and its influence in the creative process

## SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premier Pro, XD), Microsoft Office, video production/editing, website design, Illustration, brand design, conceptual experiences, strategic thinking, communication, and team collaboration.

## PASSIONS

Designing album art, designing logos, storytelling, Skiing, fly-fishing, skateboarding, making custom skateboards, action sports, the outdoors, playing guitar, making art, meditation, exercising and continued learning and development of creative craft and skills.