

Henry MacEachern

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Brand Designer | Creative Director

Multifaceted Los Angeles based designer with 4+ years experience in graphic and communication design for Fortune 500 brands. Consistently exceeds expectations, receiving recognition as a team player and peer leader, driving strategy to deliver elegant, effective, research-informed design solutions that connect with the customer and support the business. Adept at collaborating with cross-functional teams to ensure brand consistency and high-quality visual storytelling.

WORK EXPERIENCE

Arcade Belt Company • Remote • Los Angeles, CA

Jul 2024 - Present

Designer - Brand Creative • Full-time

- Pioneering AI integration at Arcade by building and presenting a custom “Brand Expert” GPT to the CEO and cross-functional teams; exploring Adobe Firefly for AI-driven video production, and serving as a lead contributor in company-wide discussions on future AI implementation.
- Concept, design, manage creative assets for multichannel campaigns, including website, social media, email, and advertisements, contributing to a 7% increase in site sessions and a 45% boost in conversion rates within 90 days.
- Lead creative direction and design for campaign photoshoots, new product launches, and seasonal catalogs, ensuring visually compelling and brand-aligned imagery.
- Provide design, art direction, and photo selection leveraging visual storytelling, innovative layouts, and brand guidelines for seasonal brand catalogs. Recognized for excellent design and improving overall team efficiency, delivering ahead of deadline.
- Manage digital asset organization, streamlining workflow for internal and external stakeholders.

Ford Motor Company

Sep 2021 - Jun 2023

Communication Design Lead

- Versatile storyteller skilled in brand, video, print, and digital media.
- Modernized an internal team's workflow and newsletter experience, evolving it into a company-wide news website, increasing the team's efficiency by 30% after leading them through a training workshop on modern communication.
- Led Communication Design for an innovation team, overseeing internal storytelling and brand guidelines, contributing to the team receiving recognition from C-suite level executives.
- Co-designed ethnographic qualitative and quantitative research experiences for Ford's Future of Performance electric vehicle initiative.

Perry Ellis International/Nike Swim • Portland, OR, USA

Jun 2019 - Aug 2019

Graphic Design Intern

- Designed seasonal apparel graphics for the 2021 Nike Swim line, contributing to sell-out success.
- Applied market trend research to inform design direction and execution.
- Collaborated with marketing, sales, and executive teams to align design solutions with brand goals.

Bigline Design • Los Angeles, CA, USA

Dec 2019 - Feb 2025

Freelance Designer

- Provided creative direction, photography, and design for various brands, elevating their visual identity.
- Designed brand identity systems and websites for creative professionals and production companies.

- Developed and led a passion project supporting Skate Nation Ghana, collaborating with Ghanaian artists to design custom skateboard graphics and developing a fundraising campaign. The experience reinforced my dedication to using design for community impact.

EDUCATION

Bachelor of Fine Arts in Graphic Design

Montana State University

Aug 2016 - May 2021

Nottingham Trent University

May 2020

CERTIFICATIONS

Design Thinking Mindsets

Ford Motor Company

AWARDS & SCHOLARSHIPS

Golden Pencil Award

Montana State University

PUBLICATIONS

<https://canvasrebel.com/meet-henry-maceachern/>

Canvas Rebel

SKILLS

Adobe After Effects, Adobe Creative Suite, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, Adobe XD, AI-Driven Creative Strategy, AI-Enhanced Brand Development, Apparel Graphics, Brand Identity, Creative Direction, Cross Functional Skills, Design Execution, Design Thinking, Digital Media, Figma, Generative AI for Design & Video, Graphic Design, Keynote, Motion Graphics, Presentation Design, Social Media Platform, Storytelling, Video Production, Web Design, Website Redesign, Wireframing