

Henry MacEachern

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Brand Designer | Art Direction | Creative Strategy | AI-Enhanced Workflows

Multifaceted Los Angeles based designer with 5+ years experience in graphic, brand, and communication design for Fortune 500 brands and smaller businesses. 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. Inquisitive by nature, and always exploring new technology and tools to create strategic modern workflows. Adept at collaborating with cross-functional teams to ensure brand consistency and high-quality visual storytelling.

Work Experience

Arcade Belt Company • Designer - Brand Creative

Jul 2024 - Present

- Pioneered AI integration across creative workflows, beginning with a custom “Brand Expert” GPT for brand consistency, campaign ideation, and messaging, then expanding AI adoption across image generation, video production, and brand operations to reduce costs and production time.
- Lead creative direction and art direction providing strategic visual storytelling for product launches influencing photography, and campaign rollouts ensuring each asset feels intentional, brand-aligned, and audience-aware.
- Develop weekly brand campaigns across seasonal and product launches for website, social, and email, building cohesive multi-channel systems from initial strategy through final delivery across image and video content.
- Modernized the PDP image production process, reducing cost and production time while improving visual consistency across product pages.
- Contribute to the catalog production process by leading the overall design direction and execution for 4 to 6 catalogs annually, collaborating across the Marketing, Wholesale, and Product teams from start to finish, consistently meeting deadlines and delivering final designs within the agreed upon production timeline.
- Manage collaboration with photographers, print vendors, and external creative partners to ensure consistency, quality, and timely delivery across campaign and production workflows.
- Produce and shoot supplemental iPhone photography and video assets used across email, social, and site campaigns.
- Manage digital asset systems and streamline workflows for internal and external stakeholders.

Ford Motor Company • Communication Design Lead

Sep 2021 - Jun 2023

- Developed internal brand communications for Ford teams across digital, print, and video, translating complex product, innovation, and strategy narratives into clear, design-led communication solutions for internal stakeholders and executive-facing presentations.
- Led the modernization of Ford’s Product Insider newsletter, transforming a basic Outlook email into a searchable SharePoint based digital intelligence hub with meta-data tagging, improved navigation, and streamlined content discovery. Improved team workflow efficiency by approximately 30% through a redesigned content structure, tagging system, and scalable publishing process.
- Created presentation systems, infographics, and executive-facing visual narratives for Ford innovation teams, helping communicate complex ideas around future mobility, electric vehicles, customer insights, and product strategy.
- Developed brand guidelines and storytelling materials for an internal research group focused on the future of performance electric vehicles.
- Captured event photography for Ford-supported design and technology events, documenting student engagement, event branding, design demos, vehicle interactions, and community impact.

Bigline Design • Freelance Designer

Dec 2019 - Present

- Concepted Arti, a self-initiated AI-powered creative direction platform, developing the brand identity, pitch narrative, product positioning, and persona-based interaction model for a directional AI tool built around creative critique, mentorship, and technical workflow support.
- Provided creative direction, art direction, photography, and design for a series of five cohesive single covers for the band Penny Beverly, developing a visual narrative that elevated the artist’s brand identity across music releases.
- Developed and led an international creative initiative supporting Skate Nation Ghana, collaborating with Ghanaian designers, nonprofits, and skate industry leaders to create pitch decks, and partnership outreach aimed at expanding access to skateboarding resources within the local community in Ghana.
- Created brand identity systems, wireframes, and website designs for clients including Off Brand Visuals, a film production company, and Alexandra Munger Photography, strategically elevating each brand’s visual presence and professionalism.



Nike-licensed product under Perry Ellis International

- Designed story led seasonal apparel graphics for the 2021 Nike Swim line, contributing to sell-out success.
 - Conceptualized a unique treatment of the iconic “Just Do It” mark by highlighting the “US” within the phrase. This was an original concept inspired by Olympic and Americana themes.
 - Applied market trend research and team insights to inform design direction and execution.
 - Collaborated with marketing, sales, and executive teams to align design solutions with brand goals.
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Education

Bachelor of Fine Arts - Graphic Design

Montana State University | Aug 2016 - May 2021

Nottingham Trent University | Study Abroad 2020

Certifications

Design Thinking Mindsets - Ford Motor Company

Earners of this badge demonstrate an understanding of the fundamental concepts of Design Thinking, the core mindsets required, and how to apply them to solve problems in a creative, human-centered way. They identify opportunities to create, design, and improve products, processes, services, experiences, and spaces. They make choices informed by design research and are aware of biases at play. Earners utilize design thinking concepts to Learn, Imagine, and Build more human-centered solutions.

Awards

The Richard Helzer Bronze Pencil Award

Montana State University - Graphic Design Program

This award is selected by the faculty of the School of Art in recognition of an Outstanding Senior at Montana State University for their Creative Talents and Artistic Abilities.

Publications

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

Canvas Rebel reached out to me in 2023 to conduct an interview about my creative experience and process.

Core Skills

Design

Graphic Design / Communication Design / Brand Design
Digital Design / Print Design / Campaign Design
Product & Apparel Graphics / Video Production and Editing
Website Design / A.I. Generation

Direction

Creative Direction / Art Direction / Photography
Video Production / Image Selection / Visual Storytelling

Systems

A.I. Enhanced Workflows / Creative Operations
Presentation Systems / Digital Asset Management
Campaign Production / Vendor & Stakeholder Management
Cross-Functional Collaboration

Tools

Adobe CC:

Photoshop / Illustrator / InDesign / Lightroom / Premiere Pro
After Effects / Bridge

A.I. + Workflow:

ChatGPT / Gemini / Figma Weave / Custom GPTs / Claude
Adobe Firefly / Runway / Potoroom / Granola

Design + Web:

Capcut / Figma / Adobe XD / Wix / Squarespace / Affinity

Marketing + Presentation:

Klaviyo / Google Slides / Keynote / PowerPoint