

Henry MacEachern

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Graphic Designer

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. Seeking in-office or hybrid roles, and willing to move.

Work Experience

Arcade Belt Company - Designer Brand Creative Remote - Los Angeles, CA // Jul 2024 - Present

Design and deliver creative assets for multichannel campaigns (website, social media, email, ads, A/B testing), contributing to a 7% increase in site sessions and a 45% boost in conversion rates within 90 days.

Lead the creative direction and art direction for Back-to-School/Youth campaign photoshoot, delivering original, captivating assets that reinforced brand and product presence.

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 ensuring seamless intake, archiving, and accessibility of campaign, catalog, and photoshoot deliverables for internal and external stakeholders.

Ford Motor Company - Communication Design Lead Sept 2021 - Jun 2023

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 qualitative and quantitative ethnographic research experiences for Ford's Future of Performance electric vehicles initiative.

Photographed College of Creative Studies event capturing dynamic interactions between Ford designers and students.

Perry Ellis / Nike Swim - Graphic Design Intern Jun 2019 - Aug 2019

Designed seasonal apparel graphics for the 2021 Nike Swim line, recognized for exceptional achievement as an intern delivering designs that sold out from Nike's website.

Applied market trend research effectively to drive inspiration and design execution.

Communicated design ideas and concepts to cross-functional teams, including marketing, sales, and executive leadership.

Bigline Design // Freelance Designer Dec 2019 - Jul 2024

Led creative direction, art direction, photography, and design for musicians, filmmakers, and photographers, crafting album artwork, cohesive visual identities, and websites that strengthened brand presence.

View my work at [biglinedesign.com](https://www.biglinedesign.com)

Education

Bachelor of Fine Arts in Graphic Design
Montana State University // Aug 2016 - May 2021

Nottingham Trent University // Spring 2020

Certifications

Design Thinking Mindsets // Ford Motor Company

Skills

Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Adobe Premiere Pro, Adobe After Effects, Adobe XD, Apparel Graphics, Brand Identity, Communication, Creative Direction, Cross Functional Skills, Design Thinking, Digital Media, Figma, Fundraising, Graphic Design, Innovation, Marketing, Motion Graphics, Presentation Design, Social Media Platform, Storytelling, Teamwork, Video Production, Web Design