

# Henry MacEachern

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## Brand Designer | Creative Director | AI Builder & Creative Innovator

Multifaceted Los Angeles based designer with 4+ 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. 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

- Pioneer AI integration at Arcade by building and presenting a custom “Brand Expert” GPT to leadership. Explore AI-driven video production and image generation while serving as a lead contributor in company-wide discussions on the future of AI implementation.
- Lead creative strategy, art direction, and design execution for campaign design, photoshoots, seasonal catalogs, trade show environments, and product launches, curating elevated visual systems that ensure cohesive storytelling and strengthen brand presence across digital and physical touch points while contributing to an improved workflow efficiency across marketing, product, and sales teams.
- Coordinate with print vendors on design specs and proofing, provide visual direction to photographers, and manage collaboration with external design partners across seasonal and category catalogs to ensure consistency, quality, and timely delivery.
- Lead the concept, design, and management of multichannel campaign assets (website, social media, email), contributing to a 7% lift in site sessions and a 45% boost in conversion rates within 90 days.
- Manage digital asset systems, streamlining workflows 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 Ford’s internal Product Insider newsletter into a searchable, web-based platform that delivered competitor insights by business unit, region, and major competitor using metadata tags, improving accessibility and saving the Global Competitive Intelligence team 30% in weekly workflow time through streamlined content organization and navigation.
- 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.
- Photographed Ford’s College for Creative Studies event, capturing dynamic interactions between designers and students to support the company’s community and education initiatives.

### Nike Swim • Portland, OR, USA

Jun 2019 - Aug 2019

#### Graphic Design Intern

Nike-licensed product under Perry Ellis International

- Designed 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 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**

- Developed and led an international initiative supporting Skate Nation Ghana, collaborating with Ghanaian designers, nonprofits, and industry leaders to create a campaign aimed at making skateboarding resources more accessible to the community. Created detailed pitch decks, coordinated across time zones, and navigated complex logistics including international shipping and partner outreach. Though the project was ultimately paused due to timing and logistics, it became a valuable experience that deepened my understanding of cross-cultural collaboration, creative leadership, and purpose-driven design.
- Provided creative direction, art direction, photography, and design for a series of five cohesive single covers for the band Penny Beverly, creating a strong visual narrative that elevated the artist's brand identity.
- Created brand visual identity systems, wireframes, and newly designed websites for Off Brand Visuals (film production company), and Alexandra Munger Photography (professional photographer), strategically elevating each brand's presence and professionalism.

**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 CC (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects) · AI-Driven Design · Brand Identity · Campaign Design · Product Graphics · Cross-Functional Collaboration · Vendor Management · Graphic Design · Communication Design · Brand Design · Art Direction · Creative Direction · Digital Design · Print Design · Package Design · Social Impact Design · Cross-Cultural Collaboration · Brand Partnerships · Pitch Deck Development