

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. 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

- Pioneered AI integration through the development of a custom “Brand Expert” GPT designed to support brand consistency, campaign ideation, messaging, and creative workflow efficiency. Presented the initiative to leadership and contributed to broader exploration of AI across image generation, video production, and brand operations.
- Lead brand campaign development across seasonal launches, product storytelling, photoshoots, digital content, social, email, catalogs, and physical brand experiences, translating brand strategy into cohesive visual worlds across channels.
- Provide art direction across photography, campaign layouts, typography, image selection, and visual storytelling, shaping brand expression with a strong sense of mood, audience, and cultural relevance.
- Manage collaboration with photographers, print vendors, and external creative partners to ensure consistency, quality, and timely delivery across campaign and production workflows.
- Modernized the PDP image production process, reducing cost and production time while improving visual consistency across product pages.
- 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

Sep 2021 - Jun 2023

Communication Design Lead

- 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.

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 - Present

Freelance Designer

- 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 industry leaders to create pitch decks, and partnership outreach aimed at expanding access to skateboarding resources.
- 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.

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 - Graphic Design Program

PUBLICATIONS

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

Canvas Rebel

SKILLS

Adobe CC (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects) · AI-Driven Design
Graphic Design · Communication Design · Brand Design · Art Direction · Creative Direction · Digital Design
Print Design · Campaign Design · Campaign Production · Product & Apparel Graphics · Cross-Functional
Collaboration · Package Design · Social Impact Design · Cross-Cultural Collaboration · Brand Partnerships
Presentation design Vendor & Stakeholder Management · Photography · Video Production