

Jeffrey Henry

Creative Director | Brand Identity + Graphic Design | Art Direction |
Streetwear + Culture Brands

Holt, MI

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PORTFOLIO

Explore brand identity, graphic design, digital art, streetwear product design, and creative direction work: jeffcraighenry.mysites.io

Creative Director and brand builder with **20+ years** of experience spanning graphic design, digital art, brand identity systems, and creative strategy across culture-driven businesses and service brands. Founder of two independent streetwear labels, with hands-on ownership of the full creative lifecycle—concept, design, production, content, e-commerce presentation, and brand storytelling. Known for pairing strong visual taste with real execution: building cohesive brand worlds, leading creative direction across product and marketing, and producing work that resonates.

CREATIVE & BRAND CORE SKILLS

Creative Direction & Brand World Building

Brand Identity Systems

Graphic Design (Digital + Print)

Art Direction

Streetwear Product Design

Digital Art & Apparel Graphics

E-Commerce Creative

Social Content Creative

Creative Production Management

Stakeholder + Client Collaboration

PROFESSIONAL EXPERIENCE

Bright Six Marketing

Owner / Operator (Creative Director + Brand Designer) Jan 2019 – Present

Scope: Brand development and creative services for service-based businesses—identity, websites, and cohesive visual systems for modern digital presence.

- Lead creative direction for brand identity and website experiences, translating business goals into clear, modern visual systems.
- Design and build WordPress websites using Elementor + Hello Theme, aligning layout, typography, and content structure to brand tone.
- Develop brand systems and reusable assets (logo suites, typography rules, templates, style guides) to keep teams consistent across channels.
- Create visual assets across web, digital marketing, and print—ensuring consistency across every customer touchpoint.
- Support SEO-ready site architecture and content presentation through service-page structuring, metadata standards, and on-page UX best practices.
- Improve performance and conversion clarity through layout refinements, information hierarchy, forms/CTAs, and speed-focused optimization.
- Collaborate directly with clients and stakeholders to clarify positioning and messaging, then translate strategy into brand-ready creative execution.

Lovers Are Lunatics Streetwear Clothing Brand

Founder & Creative Director Feb 2015 – Dec 2019

Scope: Founder-led streetwear brand; creative direction, brand strategy, product design, e-commerce creative, marketing visuals, and multi-vendor production coordination.

- Founded and led the brand's full creative vision—defining the identity, tone, and visual direction across product drops and marketing.
- Secured Jacoby Shaddix (Papa Roach) as co-owner/brand face, expanding cultural reach and strengthening brand credibility.
- Expanded product line from ~10 to 300+ SKUs while maintaining consistent creative standards across collections.
- Built and scaled audience to 100,000+ followers through strong visual storytelling and campaign-style content across major platforms.
- Generated \$1M+ in worldwide gross sales, overseeing creative output alongside production logistics and vendor coordination.

Michigan Creative

Graphic & Web Designer Jan 2015 – Oct 2015

Scope: Agency-side creative; brand identity, websites, and campaign assets across print and digital.

- Designed brand identities, marketing collateral, and websites for multiple client accounts across industries.
- Produced campaign creative for digital and print, supporting consistent delivery through timelines and feedback cycles.
- Collaborated across internal teams to maintain quality and continuity of design output.

Kincaid Henry Commercial Construction

Graphic & Web Designer Nov 2014 – May 2015

Scope: In-house creative; brand visuals, web updates, project showcases, and marketing collateral.

- Created and maintained web and visual assets showcasing commercial construction and community rehabilitation projects.
- Designed advertising and marketing collateral supporting business development and service visibility.
- Produced social content highlighting project work and capabilities.

Lansing Economic Development Corporation

Business Consultant (Brand + Program Development) Jul 2013 – Dec 2014

Scope: Public-private incubator launch; brand creation and outreach marketing for a fashion/apparel small business incubator.

- Helped design, fund, and launch "The Runway," a fashion/apparel small business incubator with key city and economic partners.

- Built the incubator's brand foundation end-to-end: positioning, messaging, visual identity, collateral, website, and social presence.
- Created recruitment marketing assets and outreach materials to attract founders and build program awareness.
- Developed tools and training resources for apparel founders covering brand development, go-to-market planning, marketing basics, and operational basics.

M3 Group

Account Executive (Creative & Client Coordination) Apr 2012 – Jun 2013

- Translated client needs into actionable briefs and coordinated deliverables with internal creative teams.
- Managed communication, timelines, and approvals to keep deliverables moving efficiently.

Unlocal Clothing Co.

Founder / Owner (Brand Designer + Maker) Jan 2005 – Dec 2013

Scope: Independent streetwear brand; end-to-end design, garment production, brand identity, web presence, content, fulfillment, and wholesale relationships.

- Owned the full brand lifecycle from concept → design → production → product presentation → marketing → sales → fulfillment.
- Designed and produced apparel using screen printing, sewing, patchwork, and embellishment—building a distinct identity and product style.
- Built and managed the brand's website and digital presence; created product visuals and promotional assets for e-commerce and launches.
- Grew demand through early social platforms (MySpace, Facebook, Twitter) using brand storytelling and consistent visual direction.
- Delivered \$500,000+ in worldwide merchandise sales independently while managing customer experience and fulfillment.

Cox Reps

Assistant Account Executive Jan 2006 – May 2007

- Supported media campaign execution through verification, coordination, and placement management.

EDUCATION

Michigan State University

B.A., Advertising • B.A., Organizational Communication • Specialization: Public Relations | 2000 – 2005

TOOLS & PLATFORMS

Adobe Creative Suite • **InDesign** • Photoshop • Illustrator • Acrobat • Canva • WordPress • Elementor • Shopify • **ChatGPT**

Portfolio: jeffcraighenry.mysites.io

PDF tip: in Print settings, turn **Background graphics** ON for best styling.