

Aidan McFarlane

Creative Strategist · Brand & Digital Designer

📧 aidanmdesign.xyz · 🏠 Open to freelance, retainer & contract work

PROFESSIONAL SUMMARY

Creative strategist and multidisciplinary brand and digital designer with **8+ years of experience** building cross-channel systems for eCommerce, paid social, web, UX/UI and social content. Combines hands-on Figma and Adobe production with campaign planning, creative direction, multilingual localisation, photography and delivery governance. Selected project work includes **Sony, Amazon APAC, JNTO, HiteJinro, Planisware, Takeda and Mozilla**.

CORE EXPERTISE

Strategy: Creative Strategy · Creative Direction · Brand Strategy · Brand Design · Digital & Graphic Design

Campaigns and commerce: eCommerce / PDP / Marketplace · Paid-Social Creative · Social Media Content · Campaign Concepts & Briefs

Design and production: UX / UI · Visual Systems · Art Direction · Content Production · Localisation · Photography · Creative QA · Stakeholder Management

PROFESSIONAL EXPERIENCE

Creative Lead & Strategist — Contract

Wild Tame Co. Ltd

Mar 2026 – present

Fukuoka, Japan · Remote

Promoted from Creative Strategist to Creative Lead & Strategist in Apr 2026.

- Lead creative strategy and planning across client campaigns, brand projects and digital content, translating business objectives into clear concepts and production plans.
- Design and deliver social assets, campaign creative, brand collateral and client-facing presentations from initial brief through final production.
- Build reusable layouts, templates and visual systems that improve consistency, speed and quality across deliverables.
- Manage scope, timelines, reviews and approvals across client stakeholders and distributed project teams.

Founder & Creative Director

OuterOrbit Design

Feb 2024 – present

Japan · Global Remote

- Provide hands-on creative strategy and design across brand, eCommerce, paid-social, web, UX/UI, content and photography projects.
- Build scalable eCommerce creative for Rakuten, Amazon and Shopify, including PDP modules, marketplace assets, promotional banners, packaging and repeatable template / QA systems for 1,200+ Amazon SKUs.
- **Selected contracts:** Life Pepper — Design & Content Director · Feb 2025–Apr 2026; WPIC — Lead Designer, Japan · Oct 2024–Jul 2025; Amazon APAC — Channel Content Designer (Vendor / Contractor) · Mar–Oct 2024.

ADDITIONAL EXPERIENCE

Bilingual Coordinator — Design, Copywriting & Marketing

Modis Design Inc.

May 2021 – Jun 2022

Tokyo, Japan

- Led UX/UI, digital design and multilingual content work for JNTO, Dai Nippon Printing, Takeda, Mozilla and Japanese-government clients across project scopes exceeding \$200K.
- Increased website traffic by 30% through SEO-led content and experience improvements.
- Helped lift Asian Productivity Organisation social engagement by 25% through targeted campaigns and cross-cultural content delivery.

Design & Marketing Manager

First Sight

Nov 2020 – May 2021

Tokyo, Japan

- Designed a reservation, payment and ROI-tracking workflow using Google Workspace and Salesforce; co-designed the clinic website and supporting brand assets in Figma.
- Launched Google Ads and SEO activity that increased client visits by 400%.

PR & Media Planning Specialist — Temporary

IGLOOO Inc.

Jul 2020 – Nov 2020

Tokyo, Japan

- Secured three government contracts, managed VOYAPON content and influencer production, developed media partnerships and reduced costs by 15%.

Creative Solutions & Advertising Consultant

Time Out Tokyo / Original Inc.

Jun 2019 – Jul 2020

Tokyo, Japan

- Generated new business equal to 200% of target; campaigns increased brand awareness by 150%, engagement by 70% and website traffic by 150%.

Content Creator

Independent

Aug 2019 – Apr 2024

Japan · Remote

- Created design, editorial, photography, email and localisation work for Janat Tea, Neokyo, Amazon, JNTO and Japan-focused publishers.

Sales & Business Specialist

Global Trust Networks Inc.

Nov 2017 – Jul 2019

Tokyo, Japan

- Designed bilingual print, event and digital graphics; client relationship work contributed to a 25% revenue increase and 35% higher retention.

EDUCATION

MA Advertising and Design — Distinction

University of Leeds

Sep 2022 – Dec 2023

Focus: digital design, creative project management and data-driven marketing; recognised through D&AD and Two+Two art-direction programmes.

BA (Hons) Modern Languages — Japanese & Korean, 2:1

University of Central Lancashire

May 2013 – Jun 2017

Study abroad: Korea University and Kanda University of International Studies. JASSO Scholar; Oral Distinction in Korean.

PROFESSIONAL DEVELOPMENT

- Google UX Design Certificate
- Getting Started with Google Analytics
- International Marketing — Yonsei Business School
- AI for Creativity — University of Michigan
- Digital Design Bootcamp — Creative Alliance
- Fundamentals of Digital Marketing — Google

TOOLS & PLATFORMS

Design: Figma · Photoshop · Illustrator · InDesign · After Effects

Marketing and operations: Google Analytics · Google Ads · Meta Ads · Canva · Mailchimp · Salesforce

Commerce and workflows: Amazon · Rakuten · Shopify · SEO / SEM · AI-assisted workflows