

JAMES LACROIX

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PROFESSIONAL PROFILE

I'm a designer with over ten years experience running a small design and development studio. As an avid learner, I enjoy participating in all facets of the design process and continually explore new methods for delivering better user experiences.

WORK EXPERIENCE

DESIGNER & FOUNDER

November 2005–Present

LACROIX DESIGN CO. - CHICAGO, IL

Founded the studio to further explore the application of design thinking to a broader range of solutions and recipients. LaCroix Design Co. in its beginnings was focused mainly on traditional illustration, branding and print design. Today, it has evolved into a studio that designs and develops web and mobile experiences.

Operating as a small studio fosters close collaboration as well as a venue for learning and experimenting. This process involves turning client ideas into an actionable road-map, prototyping concepts through various methods, contributing design solutions within a development environment and collaborating with version control. Operating as the sole designer within the organization requires overseeing the creative direction of all projects from conception to shipped product.

ADJUNCT PROFESSOR OF DESIGN

August 2009–May 2012

LIPSCOMB UNIVERSITY - NASHVILLE, TN

Served part-time as an adjunct professor developing and delivering curriculum for the design program. This provided an opportunity to develop a more meaningful dialogue on design while providing constructive critique to students. Professor ratings for these classes were some of the highest for the university despite a demanding curriculum.

CREATIVE DIRECTOR

March 2005–November 2005

SOAPBOX BRANDING - NASHVILLE, TN

Assisted in launching a full-service branding and merchandising company for clients in the music industry. Responsibilities included the acquisition of new clients as well as management of all product and branding initiatives from start to finish. Directing all creative endeavors for the company also involved vetting and project managing a team of freelance designers.

CREATIVE DIRECTOR

August 2003–March 2005

MILLION MAN MERCH - NASHVILLE, TN

Initially responsible for project management of developing a new income stream through e-commerce for the merchandising company which serviced the music industry. Over time, art direction of branded merchandise, overseeing the production of all products and managing of a team of freelance designers were also added to the list of responsibilities. This opportunity required being involved with every aspect of the music merchandising process, from product inception to final sale.

LEADERSHIP & INVOLVEMENT

MENTOR

DESIGNATION - CHICAGO, IL

May 2015–Present

PRESIDENT

AIGA NASHVILLE - NASHVILLE, TN

May 2011–June 2012

EVENT CHAIR

AIGA CHICAGO - CHICAGO, IL

February 2015–Present

VICE PRESIDENT

AIGA NASHVILLE - NASHVILLE, TN

June 2010–May 2011