

John LaCroix
Creative Director

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SUMMARY

Two-time national Emmy Award winning multidisciplinary Creative Director with 15 years of hands-on practice conceiving ideas and leading design teams to develop completely unique brand experiences unrivaled on the web, television, in print and beyond. Results driven with proven ability to win the trust of and enthruse executives running the world's most successful companies. Deeply rooted in technology, sports, art, music and fashion with a never-ending desire to combine inspiration from all of the above.

CORE COMPETENCIES

Mentoring and directing creative personnel while managing multi-million dollar projects, interfacing with engineers and developers to produce highly technical interactive marketing and advertising vehicles, expert use of software for wireframing, design and production of user-interfaces and graphic assets, hands-on use of open-source software libraries based on PHP, CSS, JavaScript and HTML languages to build ecommerce and content rich websites, expert non-linear video editing, motion graphics and effects compositing, direction of 3D modeling and animation with an excellent understanding of rendering engines and video formats and codecs, direction of live-action films, commercials and music videos, veteran use of social networking/media to foster brand identity and recognition.

Sportvision

Mountain View, CA
Creative Director
January 2005 – March 2009

- Recruited an entire team of designers, motion graphics artists and 3D modelers/animators and integrated them with developers and engineers. Designed dozens of new product offerings and created new ways to market those products to potential buyers, which were Fortune 500 brands, sports leagues and nearly all the television networks with results of over ninety percent growth in three years and millions of dollars in new profit (nearly \$20 million).
- Managed creative development for seven Emmy Award winning broadcast and online interactive products including research, budgeting, scheduling, staffing and client relations.
- Designed real-time virtual enhancement graphics for live broadcast sporting events for clients such as; ESPN, FOX, ABC, TBS, TNT, NBC, USA, CBS on programs including; MLB World Series, NFL Superbowl, PGA Tour, IndyCar Indianapolis 500 and NASCAR Daytona 500.
- Designed proof-of-concept mockups and software prototypes for interactive applications, mobile phones, gaming and iTV set-top boxes. Designed UI and software for real-time interactive applications synchronized to national broadcasts on NASCAR.com and ESPN.com.
- Invented the patent-pending live broadcast effect, FreezeCam, used first by NBC during the 2006 Winter Olympics and by ESPN during the '06 and '07 NBA Playoffs broadcasts earning several million dollars in revenue for the company.

Medicine Agency

San Francisco, CA
CEO / Creative Director
September 2003 – Present

- Founded the agency as an outlet for freelance work while creating Swindle Magazine with partners Shepard Fairey and Roger Gastman – handled design and layout for the magazine but also contributed writing and photography as well as developmental strategy.
- Directed business development and strategic partnerships to cultivate a client base allowing for growth to include recruiting a full-time team of creative professionals to work on digital marketing and branding campaigns, film and video production and development of web sites and web stores.
- Provided consulting and branding strategy for clients such as; Skywalker Sound / Lucasfilm, Sagatiba USA, The Berrics, Preferred Meats, Garcoa Labs, ToTT Global and AMP Energy Drink.
- Designed and produced art books featuring contemporary top artists for international publishers and acted as curator for related events in our art gallery, at trade shows and in other venues.
- Designed and provided hands-on development of ecommerce, social networking and content web sites utilizing remote teams and open-source libraries to keep costs low and profit margins high.

411 Productions

Fountain Valley, CA
Art Director
October 2001 – August 2003

- Designed DVD packaging and menus, motion graphics for commercials and all print collateral for the number one action sports video series on the market while working with and directing a team of videographers and artists.
- Authored DVD masters in-house for video magazine titles and distributed videos thereby reducing costs of production and prompting recognition by Apple with a featured article on their "Pro" site.
- Developed the first advertising campaigns featuring Bam Margera, Jason Lee, Tony Hawk and other action sports pop-culture icons resulting in greater sales in retail stores and expanded distribution on television and the web.
- Designed and developed in-store marketing devices, point of purchase displays, tradeshow booths and multi-media video kiosks used in retail locations to spread global brand awareness.

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Forrester Research
Cambridge, MA
Pre-Press Production Coordinator
January 1999 – August 2000

- Created and maintained automated templates with scripts to automatically syndicate content in the form of press-ready documents to be printed, PDFs for download and XML for display on the web site - decreasing production time and raising profit margins.
- Designed and developed data intensive document layouts and graphics for print and the web, supporting a team of over forty graphics creators following the workflow I developed.
- Wrote tutorial documents and conducted training sessions regarding production and pre-press workflow to large groups of content creators within the company.
- Received an eResearch Hero Award in 2000 from Forrester CEO, George Colony, for launching and successfully growing the new division and product line.

Polaroid
Cambridge, MA
Assistant to Director of Design
May 1994 – February 1995

- Designed print collateral, advertising for print publications, packaging and inserts for consumer products and brand identity pieces used in public spaces around the world.
- Acted as a liaison between the Creative Services managers and Worldwide Director of Design for fulfilling requests for materials and special design projects.
- Advised department managers and provided support on global corporate identity standards and guidelines.
- Designed and illustrated the cover for the 1994 Polaroid Environmental Annual Report.
- Tested new consumer products and technology before retail launch and provided feedback used in product development.

EDUCATION

Massachusetts College of Art – Boston, MA – 1993-1998
Bachelors of Fine Arts
Concentration: Photography and Graphic Design

CAREER ACHIEVEMENTS

2007 Sports Emmy Award for Outstanding Technical Team - Remote
Creative Direction for "NASCAR on FOX" broadcasts

2006 PRINT Regional Design Annual Award (New York City)
Art Direction for "Alphabet City" by Michael DeFeo, published by Gingko Press

2005 Horizon Award for Best New Sports Technology
Creative Direction for Sportvision's "RaceFx" on FOX, NBC and TNT broadcasts

2005 Emmy Award for Advanced Media Technology for the Enhancement of Original Television Content
Creative Direction for "TourCast" by PGATour.com / IBM Shotlink

Featured article on Apple.com/pro - April 2002

Clarion award for most improved magazine 2001
Art Direction for The Underground Wine Journal

2000 eResearch Hero
Presented by George Colony from Forrester Research