

**James D. LaCroix**  
112 Acklen Park Drive #D-6  
Nashville, TN 37203  
(615)426-0054  
james@lacroixdesign.net

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## EDUCATION

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**Middle Tennessee State University** Murfreesboro, TN  
Bachelor of Fine Arts in Graphic Design, Currently Attending

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## EXPERIENCE

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**LaCroix Merchandising** Nashville, TN  
*Owner/Graphic Designer* Nov 2005-Present  
Own and operate the company, which specializes in entertainment merchandising. Design apparel and other product lines. Also, provide creative direction and work along other freelance designers. Handled all day-to-day accounting. Serve as a buyer for blank goods and oversee all printing and manufacturing process. Additionally provide inventory management, show reporting solutions and vendor training.

**Soapbox Branding LLC** Nashville, TN  
*Creative Director/ Artist Rep* May 2005–Nov 2005  
Directed all creative workflow, served as a buyer of blank materials and oversaw manufacturing of finished goods. Served as an in-house graphic designer. Served as the point of contact for clients. Provided marketing direction for company and clients.

**Million Man Merch, Inc** Nashville, TN  
*Creative Director/ Artist Rep* July 2003–May 2005  
Directed all creative workflow, served as a buyer of blank materials and oversaw manufacturing of finished goods. Served as an in-house graphic designer. Served as the point of contact for clients. Oversaw building of e-commerce site. Vended on concert tours. Pursued retail placement opportunities.

**Alabaster Arts, Inc** Nashville  
*Manager Assistant/ Intern* Aug 2002–Nov 2003  
Assisted in day-to-day artist management. Assembled and organized performance contracts. Wrote initial business plan for record label.

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## SKILLS AND CERTIFICATIONS

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- Proficient in graphic design software including Illustrator, Photoshop, Indesign, and Quark.
- Strong ability to communicate with clients and turn initial concept into finished good.