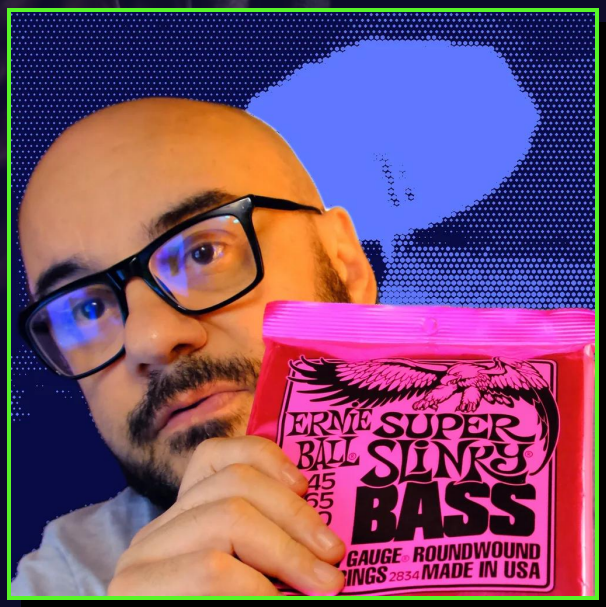
# YOUR PRODUCT, REVIEWED BY AN EMMY-WINNING CREATIVE DIRECTOR.

I've spent 25 years directing creative campaigns for Walmart, Google, Apple and Samsung. These days I also review cameras, lighting, audio gear, 3D printers and guitar gear in my Oakland studio.

**MY AMAZON STOREFRONT**

**MY WALMART STOREFRONT**

Amazon Influencer · Walmart Creator · @iamjohnlacroix on YouTube, Instagram, TikTok and Facebook · linkedin.com/in/johnlacroix




## WHY WORK WITH ME

My creative work on Walmart+ helped drive a $10 billion increase in retail sales. I've led launch campaigns with Elton John, Kristen Bell and Dax Shepard, and LeBron James. I've directed national product launches, so I know how to make a product look good on camera. I've studied the strategy and science behind ecommerce and social media, from how Amazon ranks review videos to what keeps a viewer watching. I live and work in a fully equipped media studio in Oakland, set up for audio, video and photo, with room to shoot products and models. I light, shoot, edit and color every review myself, in 4K, and I say what I don't like about it too.

My reviews reach two audiences: people who follow my media and creative work, and fans of Ten Yard Fight, the hardcore band I play guitar in, which tours internationally.

ERNIE BALL **ERNIE BALL ENDORSED ARTIST**




On the SportsCenter set at ESPN

## RECENT REVIEWS




**Two Cheap Hot Ends for the Elegoo Centauri Carbon**




**TetherPro Cable, Is It Worth It?**



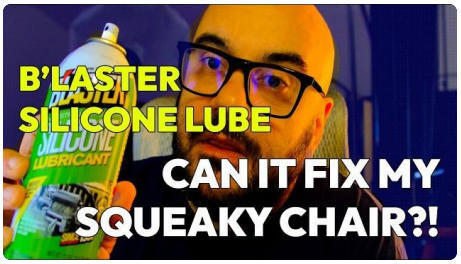

**How Long Do Ernie Ball Super Slinky Bass Strings Last?**




**New Bee Guitar Wireless Review**




**Printing Carbon Fiber with Elegoo PLA-CF**




**Did BLASTER Silicone Lubricant Fix My Creaky Chair?**

## WORK I'VE LED

### WALMART

Creative Director, 2019–2023. Led three creative teams across Walmart+, Health & Wellness and the retail verticals. Directed the Walmart+ nationwide launch, Walmart's biggest campaign of the year, and celebrity launches with LeBron James, Elton John, Patti LaBelle, Kristen Bell & Dax Shepard, Jennifer Garner and Katie Couric. Helped make the Walmart app the #1 shopping app during the holidays.

### SAMSUNG & APPLE

Group Creative Director, Level Studios / Rosetta, 2010–2014. Led up to 165 people across four offices on Samsung, then a dedicated 140-person Apple team. Brand identity and retail systems for Samsung at Best Buy and for the Apple Store. Helped build Apple's first digital textbooks.

### GOOGLE

Group Creative Director, Firewood, 2018–2019. Ran creative for Google Workspace, Enterprise and Education with 100+ creatives across studio and embedded teams.

### LIVE SPORTS TV

Head of Creative, Sportvision, 2004–2009. Designed the NFL yellow first-down line, K-Zone and FoxTrax, and invented FreezeCam. Graphics for FOX, ESPN, CBS, ABC and NBC. Two Emmys.

### MEDICINE AGENCY

Founder and Executive Creative Director. Clients included Lucasfilm / ILM, Element and Flip Skateboards and The Berrics. Directed The Explosion's video "Here I Am" for Virgin Records.

### EDUCATION

BFA in Photography & Graphic Design, Massachusetts College of Art and Design.

# PASSION PROJECTS



### PHOTOGRAPHER

I shoot Fujifilm and light with Godox, in a studio set up for product and model shoots.

### MUSICIAN

I play guitar in the Boston hardcore band Ten Yard Fight and I'm an Ernie Ball endorsed artist. Activision and Red Bull had me customize a Guitar Hero II controller for a MusiCares charity auction.

### MAKER

I design and 3D print my own parts, and I build software and hardware.

### PRODUCT DESIGNER

I take products from concept to shelf: a line of jigsaw puzzles with art by Ron English, Mark Bode and Mike Giant, sold at Upper Playground and Giant Robot; my own martial-arts apparel and gear line; and a custom LED Guitar Hero II controller for Activision and Red Bull.

### INVENTOR

I invented FreezeCam, the replay effect that ran as Coors Light FreezeCam on NFL, NBA and NHL broadcasts. I came up with it stuck in traffic on the Dumbarton Bridge, and it earned U.S. Patent 8,456,526.




Rupturing my Achilles tendon on stage in Alabama, 2025

## TEN YARD FIGHT

I play guitar in Ten Yard Fight, the Boston straight edge band that, alongside In My Eyes and Floorpunch, led the youth crew hardcore revival of the late '90s. We signed to Equal Vision Records, and the first pressing of our *Hardcore Pride* 7-inch sold out in under a week. We toured the US, Europe, Canada and Puerto Rico.

Our last show in Boston, on October 17, 1999, became the first Edge Day. It's been held every October 17 since, from Boston to London, Gothenburg and São Paulo. We headlined This Is Hardcore in 2018 and played Furnace Fest in 2025.







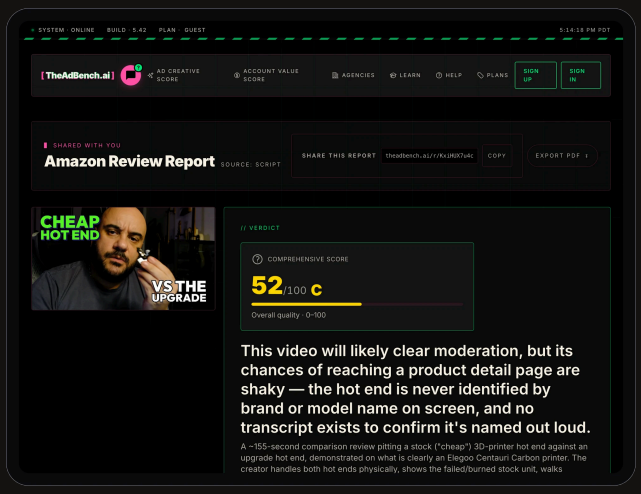



TEN YARD FIGHT ON WIKIPEDIA

## Bloody Finger SOFTWARE

My independent software studio. I build AI tools for creative work and music software for guitarists.

VISIT MY STUDIO




### // The Ad Bench

A tool I built that scores short-form ads before anyone spends money running them. Upload a TikTok, Reel, Short or script and it gives you a score out of 100, a breakdown of the hook, and specific rewrites. It's in public beta.

TRY IT




### // AxeBlock EDIT

An iPad and iPhone app I built for editing a Fractal Axe-Fx III live: presets, scenes, every block and the routing grid. It's in public beta on TestFlight and built with VoiceOver support from day one.

SEE MY APP

## AWARDS

### SPORTS EMMY
Outstanding Technical Team, Remote. Creative direction for NASCAR on FOX.

### EMMY
Advanced Media Technology. PGA TOURCast by IBM ShotLink.

### U.S. PATENT 8,456,526
Inventor of FreezeCam, seen on NFL, NBA and NHL replays.

### PRINT MAGAZINE
Regional Design Annual winner.

## PRESS

### APPLE.COM
A four-part Pro/Video profile on how I made skateboarding video magazines at 411 Video Productions, and the Mac gear I made them with.

### SPORTSBUSINESS JOURNAL
CBS signed a multiyear deal to use FreezeCam, my invention, on its lead NFL game each week.

### THE BOSTON PHOENIX
Behind the scenes while I directed The Explosion's first major-label video for Virgin Records.

### AMERICAN DEMOGRAPHICS
On Swindle, the magazine Shepard Fairey, Roger Gastman and I started. It was a $12 hardcover quarterly built to be kept, not tossed, with Ecko, Paul Frank and Diesel's 55DSL advertising in the first issue.

### SYNTHESIS
The custom LED Guitar Hero II controller I designed for Activision and Red Bull's MusiCares auction.

### ONE STEP BEYOND PODCAST
A guest on episode 41, "Never Give Up," about hustling my way to creative director at Walmart.

### WEB DESIGN FOR DUMMIES
Interviewed in the book's "Creative inspiration" sidebar on how I find ideas for new web designs, from my time at LEVEL Studios.

### GINGKO PRESS
Credited alongside Roger Gastman on two art books: Dalek's first monograph, *Nickel Plated Angels*, and *Morning Wood*, a 320-page collection of 50 artists.

### HOW TO MANAGE CREATIVE PEOPLE
Quoted in WebDAM's expert guide to managing creative teams, from my time at Fire Engine RED.

## PUBLISHED IN

**Thrasher** **Big Brother** **Rap Pages** **Swindle** **Transworld BMX** **Ride BMX**
**The Underground Wine Journal** **Extent** **While You Were Sleeping**

I wrote articles, designed layouts and shot photos for these magazines. I also co-founded **Swindle** with Shepard Fairey and Roger Gastman, art-directed the book *Morning Wood*, and published my own music magazine, **Extent**. I started my first punk zine at 15, and by my freshman year of college it had a 7,000-copy full-color print run.

## AUDIENCE

| 135,946 | ~5K | 1,694 | ~7K | 109 |
|---|---|---|---|---|
| YouTube views | LinkedIn followers, mostly marketers and brand leads | Instagram followers, 1.93% engagement rate | Followers across all platforms | Products in my 10 Amazon idea lists |

## WHAT I REVIEW

Cameras & lenses · Studio lighting · Audio & recording · Vlogging kits · 3D printers & filament · Guitar & bass gear · Pedals & pedalboards · Mac desk setups · Stands, rigs & power

## WHAT I MAKE

When I take on a product, this is what I make. Sending a product doesn't guarantee a review or a positive one. I only post what I honestly think.

### AMAZON REVIEW VIDEO

Posted to my storefront and tagged to the product. Amazon decides whether it appears on the product page.

### 4K VIDEO

Shot at 3840×2160, 24 fps, lit, with proper audio and color grading. I use your product on camera.

### YOUTUBE

The full review on my channel, with a link to your listing.

### VERTICAL CUT

A captioned 9:16 version for TikTok, Instagram Reels and YouTube Shorts.

### CUSTOM THUMBNAIL

I design each one myself, with your product front and center.

### IDEA LIST PLACEMENT

Your product goes into the matching idea list on my storefront.

## HOW IT WORKS

**01**

Send me your product and its ASIN with the form below.

**02**

I'll tell you quickly whether it's a fit for my audience.

**03**

I use it for a while before I film.

**04**

My review goes up on Amazon, YouTube and short-form, and I send you the links.

## GROUND RULES

- I disclose every free product in the first 45 seconds, on every platform, as the FTC requires.
- I say what I actually think, including the downsides. Brands don't approve scripts.
- I follow Amazon's rules, including no prices in the video.
- Paid content and usage rights are quoted per project.

## WANT ME TO REVIEW SOMETHING?

Tell me about your product. I'll get back to you by email.

Download my media kit (PDF) · Or email hello@johnlacroix.com · LinkedIn · Instagram

John LaCroix · Oakland, California · As an Amazon Associate I earn from qualifying purchases. Amazon and the Amazon logo are trademarks of Amazon.com, Inc. or its affiliates.