

EXPERIENCE

LOUIS LaPRAD ART DIRECTION & DESIGN / Nashville, TN MAR 2002 - PRESENT

Freelance Graphic Designer

Art direction and design of projects from concept to print; design of all related business collateral (such as branding, packaging, point-of-purchase, print advertising, and digital support); supervision of print production; supervision of budgets on a per-project basis; workflows includes direct-to-client relationship and B2B creative and production support for other creatives.

Clients include Mars Petcare, Curb Records, RCA Label Group, Squint Records, The Tennessean, Warner Bros. Christian, Warner Bros. Nashville, Word Records, and Michael Smith & Associates.

RAMSEY SOLUTIONS / Franklin, TN SEPT 2017 - MAY 2020

Senior Event Designer

Art direction and design of event-based projects for the EntreLeadership business unit; large-scale event-based 'hotel takeover' branding and print production (look-tone-feel, trade show environmental graphics, attendee experiential); large-scale event-based presentation production (show concept, staging & A/V, art direction of animation, and video); on-site consultation/research and attendance of out-of-state events to supervise and assist in event production.

ANODE, INC. / Nashville, TN SEPT 2013 - JULY 2017

Design Director

Creative direction, art direction, and design—ranging from print media to out-of-home and digital interactive; management of Creative staff including Graphic Designers, Animators, Video Editors and UX Specialists; storyboard creation for interface motion and other interactive motion; large-scale event-based presentation production (staging & A/V, trade show environmental graphics, show concept, animation and video); collaboration with developers and UX Specialists; client presentation and collaboration.

Clients include Bridgestone, Mars Petcare, the Country Music Hall of Fame and Museum, the Nashville Public Library and Williamson Medical Center.

WATKINS COLLEGE OF ART, DESIGN & FILM / Nashville, TN AUG 2013 - DEC 2014

Adjunct Professor

Professor of undergraduate studio class, focusing on software/process integration and graphic design theory.

VANDERBILT UNIVERSITY MEDICAL CENTER / Nashville, TN AUG 2004 - SEPT 2013

Art Director

Art direction and design of focused branding campaigns, print and interactive media; analysis and utilization of research data for development of demographic and branding goals; cross-functional project management of Marketing Managers, medical staff, Copywriters and department Directors within print projects; design of in-house business collateral; supervision of print production; supervision of budgets on a per-project basis; supervision of corporate identity and usage; creation and organization-wide enforcement of Identity Guidelines Manual; supervision of print projects produced by outside agencies.

WORD ENTERTAINMENT / Nashville, TN AUG 1998 - MAR 2002

Associate Art Director

Art direction and design of projects from concept to print; coordination of artists, Artist Management, Marketing Directors, A&R Directors and vendors within art direction of album packaging; design of all related business collateral (such as merchandise, point-of-purchase, print advertising and promotional materials); supervision of print production; supervision of budgets on a per-project basis.

THE ART STUDIO / Nashville, TN SEPT 1997 - SEPT 1998
Graphic Designer

ELLIS KAISER DESIGN / Nashville, TN MAY 1995 - SEPT 1995
Creative Intern

THE BUNTIN GROUP / Nashville, TN MAY 1994 - SEPT 1994
Creative Intern

SMYRNA BIKES / Smyrna, TN MAR 1987 - NOV 1993
Owner/operator

EDUCATION

MIDDLE TENNESSEE STATE UNIVERSITY / Murfreesboro, TN SEPT 1993 - MAY 1997
Bachelor of Fine Arts; emphasis in Graphic Design

Louis LaPrad
ART DIRECTION & DESIGN

[615] 473 2488

LLAPRAD@LOUISLAPRAD.COM