

JON LAGDA

CREATIVE DIRECTOR

CONTACT

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www.katodesign.net

EDUCATION

**Bachelor of Fine Arts
- Visual Communication**

Minor - Marketing

CSULB

SKILLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe XD
Figma
Apple Keynote
Microsoft Powerpoint
Constant Contact
Mailchimp
Google Suite

INTERESTS

Martial Arts
Bass Guitar
Ukulele
Bruce Lee
French Fries
Indie Movies
Lowbrow Art
Thrift Stores



QUALIFICATIONS

- Professional experience in both design and advertising agencies, serving as a creative director and art director.
 - Proficient in guiding designers and writers through the entire concept development and refinement process.
 - Exceptional skill in project management, consistently delivering designs on time and within budget.
 - Adept at effectively communicating concepts and structuring ideas to achieve precise objectives.
 - Highly organized and detail-oriented, with a proven ability to manage multiple tasks and prioritize effectively.
 - Experience creating AI-based creative and with emerging technologies including ChatGPT and Photoshop (beta).
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EXPERIENCE

Associate Creative Director

Chrysalis Communications / Irvine, CA / July 2016 - Present

Directed tasks for conceiving, designing, and securing creative approvals for offline and online materials. Oversight of a dynamic creative team comprising of designers and writers. Additionally, executed client presentations, proficiently managed projects, and coordinated with vendors.

Client list: Cisco, Spectrum, Iron Mountain, Siemens, RapidScale, Princess Cruises, Cox, CAHP Credit Union, Coit, Trimble

Senior Art Director

Wunderman West / Irvine, CA / August 2012 - May 2014

Facilitated the conceptualization, design, and creative approval process for both offline and online direct response materials. Responsibilities encompassed not only the management of a creative team and projects, but also client presentations, vendor coordination and press approvals.

Client list: SCE, Health Net, Invisalign, Jenny Craig, Legal Zoom

Creative Director / Self-Employed

Kato Design / Vancouver, WA / August 1999 - Present

Freelance design for top-tier ad agencies and specialized design firms, focusing on integrated branding, digital assets, collateral, interactive media, advertising campaigns, direct mail, brand identities, packaging, and environmental graphics.

Client list: Wunderman, Y&R Irvine, Johnson Gray Advertising, DGWB, Chrysalis, AMCI Global, Binary Pulse, Specialized Marketing Services, Nostrum, AMR Advertising, ELA Advertising, Magneti