

JON LAGDA

CREATIVE DIRECTOR

CONTACT

Vancouver, WA 98684

714.878.5725

jon@katodesign.net

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

INDUSTRIES

Automotive
Healthcare
SaaS / Technology
Telecommunications
Banking / Finance
Energy
Food and Beverage
Real Estate
Entertainment
Hospitality / Travel



QUALIFICATIONS

Creative Director with extensive digital and traditional experience in design and advertising agencies, skilled at leading teams through concept development and project management. Proven track record of efficiently managing multiple tasks and achieving targeted objectives. Successfully delivered AI-driven creative projects using emerging technologies like ChatGPT. Eager to leverage this expertise to drive innovative design solutions as a Creative Director.

EXPERIENCE

Creative Director / Owner

Kato Design / Vancouver, WA / August 2010 - Present

Freelance design focusing on integrated branding, digital assets, collateral, interactive media, advertising campaigns, direct mail, brand identities, packaging, and trade show exhibits.

Partnered with top-tier ad agencies like Y&R Irvine, Intercept Group, and AMCI Global to create design solutions that enhanced brand presence and increased audience engagement.

Associate Creative Director

Chrysalis Communications / Irvine, CA / July 2016 - July 2025

Directed the conception, design, and approval of creative materials for both offline and online platforms, leading a team of designers and writers. Executed client presentations, managed projects, and coordinated with programmers and vendors, resulting in streamlined project delivery and enhanced team collaboration.

Worked closely with clients such as Cisco, Iron Mountain, Spectrum, Cox, CAHP Credit Union, and Trimble to deliver tailored creative solutions, enhancing brand visibility and client satisfaction.

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, leading to improved campaign effectiveness and client satisfaction. Managed a creative team and projects, conducted client presentations, coordinated with vendors coordination and handled press approvals, resulting in streamlined operations and successful project delivery.

Collaborated with clients such as SCE, Health Net, Invisalign, Jenny Craig, and Legal Zoom to provide impactful campaigns that enhanced brand recognition and engagement.