

# JON LAGDA

## CREATIVE DIRECTOR

### CONTACT

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### 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.*

