

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 Workspace

INDUSTRIES

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



QUALIFICATIONS

Creative Director with 15+ years of experience leading digital, branding, and integrated marketing initiatives for top-tier agencies and Fortune 500 clients. Proven ability to drive transformative brand strategy, lead high-performing cross-functional teams, and deliver customer-centric, omnichannel creative that exceeds business goals. Skilled in building and elevating brand standards, mentoring diverse creative talent, and leveraging emerging technologies to create measurable impact. Passionate about crafting innovative, online and offline strategies that position brands and clients as industry leaders.

EXPERIENCE

Creative Director / Owner

Kato Design / Vancouver, WA / August 2010 - Present

- Founded a boutique creative agency delivering integrated branding, digital, and print campaigns for high-profile clients.
- Directed creative strategy, client engagement, and cross-functional teams to exceed brand and marketing goals.
- Managed budgets, resources, and talent acquisition for specialized freelance and vendor needs.
- Built strategic partnerships with top agencies including Y&R Irvine, and Intercept Group, driving client satisfaction and repeat business.

Associate Creative Director

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

- Led creative strategy and execution for cross-channel campaigns for Fortune 500 clients including Cisco, Spectrum, and Iron Mountain.
- Directed a multidisciplinary team of designers, writers, and developers to produce innovative, on-brand work across digital and print platforms.
- Partnered with account and omni-channel teams to develop testing strategies, present concepts to executives, and manage project budgets and timelines.
- Implemented a centralized asset management system to streamline workflows, improve access, and reduce file duplication.
- Oversaw creative direction to ensure brand consistency and operational excellence across all deliverables.

Senior Art Director

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

- Managed creative development and approvals for data-driven campaigns across web, mobile, and print for clients including Southern California Edison, Health Net, Invisalign, and LegalZoom.
- Supervised design and production teams to ensure quality, efficiency, and strict adherence to brand and design standards.
- Collaborated with vendors and internal teams to deliver projects on time and within budget while mentoring junior staff and promoting creative innovation.