

# JON LAGDA

## CREATIVE DIRECTOR

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### CONTACT

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### EDUCATION

**Bachelor of Fine Arts  
- Graphic Design**

**Minor - Marketing**

California State University,  
Long Beach

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### SKILLS

Adobe InDesign  
Adobe Photoshop  
Adobe Illustrator  
Adobe XD  
Apple Keynote  
Microsoft Powerpoint  
Microsoft Word  
Google Suite

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### INTERESTS

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



### QUALIFICATIONS

- 20+ years professional advertising agency experience working as a creative director and art director.
  - Proficient in directing designers and writers in concept exploration, development and refinement.
  - Strong in conveying concepts and organizing ideas to meet specific objectives.
  - Highly organized & detail oriented with ability to multi-task and prioritize effectively.
  - Ability to work autonomously or as part of a team.
  - Expertise in keeping design projects on schedule and within budget.
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### EXPERIENCE

#### Associate Creative Director

Chrysalis Communications / Irvine, CA / 2016 - Present

Concept, design and creative approvals of both offline & online materials. Managing creative team including designers and writers. Duties also included client presentations, project management and vendor coordination.

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

#### Principal / Creative Director

Kato Design / Vancouver, WA / 1999 - Present

Freelance design for ad agencies and design firms specializing in integrated branding, digital, collateral, interactive, advertising, direct mail, identity, 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

#### Senior Art Director

Wunderman West / Irvine, CA / 2012 - 2014

Concept, design and creative approvals of both offline & online direct response materials. Duties also included managing creative team & projects, client presentations, and vendor & press approvals.

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

#### Senior Designer

Synergy / South Coast Metro, CA / 1994 - 1999

Concept, design and production of packaging, corporate identity systems, brochures, newsletters, posters, direct mail and advertising. Duties also included photo shoots, press approvals and vendor coordination.

*Client list:* Sunkist Growers Inc., Hunt's, Wesson, SSE Foods Inc., Hansen's Beverage Co., Moss Micro