

# 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  
Figma  
Apple Keynote  
Microsoft Powerpoint  
Constant Contact  
Google Suite

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### 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