

John Aganon-Riedling

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Analyze the situation.

Design a solution.

Implement an action.

I want to be a part
of an organization
that moves
humanity forward.

Experience

Senior Creative / Designer at Sharp HealthCare

Art Direction | Graphic Design | Current

Health Care: Creative strategy and design— complete advertising campaign, from concept to completion including digital media, online marketing materials, social media, experience design, and trade show booth materials.

Primary Responsibilities Skill Set: Art Direction, Graphic Design

- > Report directly to Design Manager and VP Brand marketing developing concepts (creative strategy) based on given creative brief.
- > Partner with copywriter, photographer, production artist and print vendor to see campaign project to fruition.
- > Collaborate with Marketing leads to align creative strategy and manage schedule.
- > Present concepts to clients along with visual communications and story boards. Attend photoshoots, and press checks to verify messaging and product quality.
- > Create processes, naming conventions, and templates for digital media, animated social media banners, infographics, advertising and email blasts.
- > Utilize Lean Six Sigma training to further improve on design team processes including data filing practices.
- > Present learnings from educational opportunities — Experience Design education, Leadership Management education, DEI education, Adobe Max Conferences to improve processes and educate the design team, copywriters and marketing leads.
- > Lead creative on multiple marketing initiatives, including the Sharp Experience all staff event, HR Employee Recruitment campaigns, Cardiac campaigns, Orthopedic and Breast Cancer campaigns. Developed a deep understanding of target market, painpoints, struggles and benefits.
- > Work with design manager and digital production to develop and oversee brand standards for print and digital media systemwide.

Founder of Sharp Equality Alliance at Sharp HealthCare

Steering Leader, Chair | Current

Health Care: Diversity, Equity, Inclusion (DEI) & Belonging

Action Oriented Strategic Visionary

- > I envisioned an opportunity for Sharp HealthCare to leverage its unique and diverse community. I created the Sharp Equality Alliance (SEA) with a few colleagues to address Sharp representation and visibility issues in marginalized communities.
- > Managed and chaired the SEA alongside 11 steering committee members; acted as lead liaison with executive leadership; provided guidance and support to entity chapter leaders and interdepartmental groups.
- > Presented the formation and expressed the value of the SEA to 3,000 Sharp HealthCare leaders; led an exercise on micro-aggressions. Developed partnerships with various departments and entities systemwide.
- > Facilitated Sharp HealthCare's participation in San Diego Pride, Dr. Martin Luther King Jr, breakfast and march. Our participation showed Sharp HealthCare's commitment and support for the community.
- > Created Current Conversations, a virtual event that was developed to provide education and Q&A for topics like LGBTQ+, religion, culture, mental health and wellness, bias and stigma, and neurodiversity. This educational program supports health equity at Sharp HealthCare and is a popular event.
- > Further developed and grew the affinity group by bringing in DEI&B consultants.

Software Fluency

Adobe Creative Suite
Flexitive
HTML5
Microsoft products
including Microsoft Teams
Smartsheets
Asana

510 967 4893



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The best solutions come from ideas and experiences shared between diverse collaborators who are committed to a common goal.

Education

Western Governors University

Masters of Science, Management & Leadership

University of California, San Diego

Bachelor of Arts
Revelle College

Pine & Gilmore

Certified Experience Designer

Cornell University

Certified in Diversity, Equity & Inclusion

National Association of Healthcare Leadership Professionals

Certified Human Resources Specialist

Honors & Awards

Sharp HealthCare Marketing Department

Recipient of multiple Sharpie Awards

Sharp HealthCare CORE Awards, Community Pillar

(Creative Services)
2014, 2015

Sharp HealthCare CORE Awards, Community Pillar

(Sharp Equality Alliance)
2019, 2021, 2022

References

(available on request)

Principal at JohnAganon: Creative

Art Direction | Graphic Design | Package Design | Current

Clients: SurveyMonkey, Fit By Nature, Lexis Nexis, Sea Fly, Chosen Foods, Orgain Foods, NuZee, CoffeeBlenders, Relational Concepts, Balooja's Foundation, North Park Creamery

Creative Director at Premier Nutrition, Inc.

Creative Direction | Art Direction | Package Design | 2011

Nutritional Foods Company: Creative Management, Complete Product/Package Design, Brand Development, Brand Managements, Product Advertising, Company Collaterals, Tradeshow Graphics, Direct Marketing

Primary Responsibilities Skill Set: Creative Director, Package Design

- > Report directly to COO. Worked closely with VP Sales, VP Operations, Senior Director Product Development, and Marketing Director to strategically develop and design packaging, collaterals, advertising, direct marketing material and tradeshow materials that speak to our target customers.
- > Developed the company's "Creative Brand Cook Book" defining and describing each product brands identity.
- > Developed and implemented the company "creative brief." This creative brief helped to better define marketing requests, allowing the creative department an opportunity to provide more strategic targeted creative solutions.
- > Developed and designed the TITAN brand of products: Complete package design, collaterals, advertising and tradeshow materials for both Titan High Protein Bars and Titan High Protein Cookies.
- > Developed the design for one of the most successful products in Costco — the Premier Protein Shake in the 11oz tetrapak container.
- > Built and oversaw inhouse creative department, including design stations, server filing capabilities, hard copy filing capabilities; to file naming, routing processes — complete creative department infrastructure from beginning processes to end file.
- > Responsibilities also include the hiring and managing of creatives, including designers, photographers, copywriters both full-time, part-time and on a project per project basis.
- > Developed a growing relationship with tetrapak packaging, foil packaging and box packaging vendors both overseas, cross country, and in state. Worked closely with print vendor to ensure quality and to seek out innovative packaging techniques.
- > Developed an understanding of French to English translation of products created for the french Canadian market. Worked closely with certified product nutritional translators in the development of packaging outside of the United States.
- > Contributed to the financial growth of the company as a whole taking the designs and marketing materials and packaging to a whole new professional level (the companies value tripled during my tenure.)

Senior Art Director at MRM Worldwide / McCann Worldgroup

Art Direction | Graphic Design | Direct Marketing Division | 2006

Client: Microsoft (Office, Windows XP, Small Business Servers, Business Solutions)
Direct Marketing

Primary Responsibilities Skill Set: Senior Art Director Specializing in Direct Marketing

- > Reported directly to the Creative Director leading a team consisting of graphic designers, production artists, copywriters and photographers.
- > Teamed with senior copywriter, acted as liasons between marketing project managers to creative directors and creative team.
- > Collaborating with copywriter, developed multiple concepts from idea to story board using given creative brief and presented to creative director for review and approval.
- > Art directed storyboard artist based on concepts provided and developed first, second stage and final comps. Worked closely with production to ensure quality.
- > Developed running design templates for multiple uses for multiple Microsofts brands.
- > Successfully managed multi-tiered projects from concept to completion.