

Jon Freshwater

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Brand operations and transformation leader with 20 years improving how brand and creative work moves from brief to market, for Visa, IBM, Nike, Google, and CoreWeave. I build the systems that connect brand teams, studios, and agencies: online brand guideline platforms, IBM Watson brand guidelines adopted by 2,000+ designers worldwide, a CMS-driven content hub serving 70+ markets, and dashboards that give executives clear visibility. Now a Partner at Studio.One, I design and deploy practical AI workflows, including a Claude-based evaluation loop that checks work against the brief and scoping tools that cut hours to minutes, which teams have adopted as their default way of working.

**Brand Operations & Governance | Brief-to-Market Workflows | AI & Agent-Enabled Workflows | Platform Adoption
Change Leadership | Executive Reporting & Dashboards | Agency & Studio Partnerships | Global & Regional Content**

Professional Experience

Studio.One

PARTNER

2025 – Present

Partner running client services, new business, and studio operations at a digital creative and development studio. Clients include [Lionsgate](#), [PagerDuty](#), [Freshworks](#), [Planetary Guardians \(Virgin\)](#), and [Coral Gardeners](#).

AI Workflows & Operating Systems:

- Built a Claude-based creative review workflow: an evaluation loop that scores work against the brief on six criteria and tracks feedback across review rounds, improving consistency while keeping human reviewers in control.
- Built Claude-powered SOW and estimate generators that turn scoping inputs into client-ready scopes and budgets, cutting the process from 4–6 hours to about 10 minutes; now the team's default starting point for new scopes.
- Built an AI site auditor that assesses websites across 12 categories, including accessibility, performance, user journeys, and content, cutting audits from 2–4 days to minutes.
- Built a business intelligence dashboard giving leadership a single view of revenue performance and projections, P&L, cash flow, client satisfaction, and team status.

Brand & Client Leadership:

- Lead brand strategy, identity, campaign, and experiential engagements; secured \$1.5M in new business in under a year and manage a \$1.1M portfolio across 10 engagements.

AKQA San Francisco

DIRECTOR, CLIENT SERVICES (Exec Team)

2023 – 2025

Head of the Client Services department and member of the San Francisco Executive Leadership Team. Worked with AI and tech-forward clients including [CoreWeave](#), [Replit](#), [IBM](#), and [D-Wave](#).

Executive Leadership:

Served on the Executive Team shaping business strategy, resource allocation, and creative investment across a \$50M portfolio, aligning teams so creative excellence scaled with operational efficiency.

Brand Strategy, Identity & Campaigns:

Led teams defining brand strategy and creating new identities for B2C and B2B brands, capturing their visual and verbal systems within comprehensive online guideline platforms for CoreWeave, Culligan, SentinelOne, and Sun Day Red. Developed tone of voice and messaging frameworks for consistency across every channel, launched Tiger Woods' Sun Day Red (beating its first-month sales target on launch day), and established brand-health dashboards linking engagement and sentiment to growth metrics.

Team Management & Development:

Led a 10-person core team and 50+ cross-functional contributors across design, strategy, and production. Hired and built multi-disciplinary teams across Strategy, Production, Creative Direction, Design, and Copywriting, and ran performance and development plans for direct reports.

CLIENT PARTNER

2021 – 2023

Led a 30-person team across account, PM, strategy, design, and technology for [IBM](#), [iFIT](#), [NordicTrack](#), [SentinelOne](#), [Culligan](#), and [Enphase](#).

- Managed an \$8M portfolio, partnering with C-suite clients to evolve brand strategy and channel mix, driving 350% YoY revenue growth at a 47% gross margin.
- Delivered [award-winning marketing](#) programs for IBM, leveraging design thinking and collaborative innovation to enhance brand affinity and drive sales growth.

Cross-Functional Leadership:

- Aligned client stakeholders across Marketing, Product, and Sales behind shared brand and product priorities.
- Partnered with VP-level clients to build executive presentations that sold in strategic and creative work to leadership.

SENIOR CLIENT DIRECTOR

2017 – 2021

Oversaw creative delivery and cross-agency collaboration for [IBM](#), [World Food Program \(WFP\)](#), [Novo](#), and [The Weather Channel](#) with budgets of over \$6 million.

Brand Experience & Storytelling:

- Reimagined IBM Watson's global brand identity, developing guidelines adopted by 2,000+ designers worldwide.

Agency, Vendor & Production Partnerships: Directed outside agencies, vendors, and production partners: negotiated contracts, set engagement processes and turnaround expectations, and held work to world-class craft standards.

CLIENT DIRECTOR

2014 – 2017

Drove large-scale brand activations, product launches, and integrated campaigns for [Nike](#), [Jordan Brand](#), and [Google](#).

- Led a four-year partnership with Nike and Jordan Brand, scaling annual revenue from \$1M to \$7M.
- Produced [The Last Shot](#), a Gold Cannes Lions and Gold One Show-winning activation for Jordan Brand, featuring DJ Khaled, Chris Paul, and Russell Westbrook.

ACCOUNT SUPERVISOR

2011 – 2014

Delivered integrated campaigns for Visa Prepaid and Visa Signature across digital, print, and broadcast, and led brand tracking studies measuring affinity and awareness to guide creative direction.

[AKQA London](#)

ACCOUNT EXECUTIVE – SENIOR ACCOUNT MANAGER

2006 – 2011

Five years leading global campaigns and platform builds for Unilever, Xbox, Heineken, and VW, including Heineken.com, a CMS-driven content hub serving 70+ markets.

Education & Skills

Education: Bachelor of Arts (First Class), Design Management, Surrey Institute of Art and Design (United Kingdom).

Skills: Claude & Claude Code (skills, agents, evaluation workflows), OpenAI API, Make.com, Airtable, Supabase, Frame.io (creative review and approval), DAM (user, iFIT account), Notion, Figma, Adobe CC, Google Workspace.

Award Highlights



GOLD Cannes Lions



GOLD One Show



GRAND Clio



German Design



FWA Site of the Day