



RÉSUMÉ

I. PROFESSIONAL & ACADEMIC BACKGROUND

A. Ernan Cesar Rivera

Summary: Accomplished design leader, award-winning, military health veteran, published professional, with a strong command of visual communication design skills seeks to secure a lead position with an organization who's mission is to create amazing communications. Experienced with delegating responsibilities for planning, organizing, developing, implementing, and managing an office or large organization. Passionately leads multidisciplinary and cross-functional teams through strategic planning, development, and implementation of design business processes. Wide-ranging, hands on design experience with visual communications (digital & print), corporate identity, packaging, book design, digital signage, and print and web production implementing evidence-based, and qualitative and quantitative methods to develop new approaches for the analysis of problems relating to design, development, and production of visual communications. Additional experience with guiding teams to explore, experiment, and implement GenAI workflows, web and UX/UI design, prototyping (digital & analog), time-based media, and data visualizations. Special emphasis on emerging tech (i.e. generative artificial intelligence), human-centered design thinking, compelling, conceptual design, business processes, and communication goals, focused on high attention to detail. Knowledgeable with product and project management, business analysis and development, and team management. Public speaker on topics ranging from general design practice and to visual health communications.

Skills: Extensive private and public experience leading, developing, and managing visual design teams (remote & in-person), communicating public health information, utilizing strategic and innovative visual design solutions to convey information to both healthcare professionals and general public audiences while developing new approaches for the analysis of problems relating to the design, development, and production of visual materials. Excellent skills with AdobeCC, XD, InDesign, Photoshop, Illustrator, Keynote, other design tools, research methods, written and verbal communication, and collaborating across professions such as videography, photography, illustration, data science, subject matter expertise, and engineering. Capable with AfterEffects, CMS, HTML5, and CSS3. Familiar with Jira, Basecamp, Processing, and some JavaScript.

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B. Educational Background

MFA 2015 Texas State Communication Design

* 5/14 Texas State Int'l Perspectives in Design Japan

* 5/13 Texas State Int'l Perspectives in Type Germany

BFA 2007 Texas State Communication Design

* 5/06 Texas State Study Abroad Italy

AA 2005 San Antonio College Art

AAS 2004 San Antonio College Graphic Art-Print

Certifications:

2025 MindEdge Intro to Business Analysis

2020 IBM Design Thinking, and Team Essentials for AI

C. Relevant Professional Design and Leadership Experience

1. Chief Design Officer

Centers for Disease Control and Prevention 07/20–06/25

- Effectively led up to 6 teams of up to 45 FTEs & 15 CTRs supporting and communicating a clear creative vision that aligned with the agency's goals and ensured messaging across all projects for digital & print visual communications utilizing common & emerging tools such as Gen AI, UX/UI, data viz, and agency branding.
- Guided and inspired design teams members, fostered creativity, collaboration, and skills development through training, mentorship, and feedback.
- Ensured delivery of an average of 4000 high quality, innovative, data driven visual design products per year including digital assets, illustrations, presentations, print designs, campaign materials, exhibit design, etc. for use within a broad range of communications and programmatic materials across all of CDC's topics serving ≈20 centers, institutes, and offices (CIOs).
- Managed team ≈\$12 million budget finding alternative funding solutions when necessary, and forecasted budgets for equipment, training, and staff needs.
- Reviewed and approved design work assuring high standards were maintained and ensuring projects met agency aesthetic, functional, and strategic goals. Additionally guided staff to more critically evaluate all work created and refining quality assurance checklist and creating a team of in-staff reviewers.
- Represented executive leadership at meetings and other forums to convey programmatic directions, present technical information, and convey policy directions applicable to visual design initiatives in support of public health programs.
- Led development efforts for agency visual identity working with team members to critically determine the visual representation of agency values and standards for use across digital and traditional materials and campaigns.

- Stayed current with industry trends, incorporated new design approaches, technologies, and techniques to ensure creative work remained contemporary, fresh, clean, and competitive.
- Collaborated across multidisciplinary teams and programs to create efficiencies in product delivery and teams' creative workflow from ideation through completion.
- Partnered with team leads, management, agency staff, and audience testing feedback to improve project performance, analyzing results and using insights to refine creative strategies & enhance future outcomes.
- Developed and implemented changes to visual design technique and updated visual design techniques and strategies to reflect ongoing improvements, new channels, technological innovations, and changes in communication priorities.
- Continually assessed the media, user, and public response to CDC's visual design programs and program initiatives, to identify opportunities for improvement in communicating CDC's health information. Advised senior leadership on needs to reshape initiatives and strategies to utilize visual design successfully in communication activities.
- Made assignments, developed branch goals, monitored work progress, and defined procedures.
- Applied visual design principles, methods, applications, and current and emerging technology to provide clear direction and guidance on critical visual design products, creative direction, brand management guidance, and operations.
- Served as senior visual communications expert, demonstrating a mastery use of software, and computer and technical skills, and methods in developing effective communication products.
- Ensured client's strategic plan, mission, vision, and values are communicated to teams and integrating into teams' strategies, goals, objectives, work plans, products, and services.
- Applied knowledge of design principles, methods, applications, and current technologies to provide clear direction and guidance on critical and complex direct graphic design and publications expertise in development of a variety of visual information materials for digital and print products.
- Provided leadership to develop priorities, strategies, and practices for effective communication over multidisciplinary teams of graphic designers and other creative professionals such as project management, and medical illustrators.

- Responsible for strategically forming and guiding design teams, such as data visualization and UX, and negotiating work load, professional development—training and developing training plans for team members to stay abreast with current trends and methods— and compensation.
- Responsible for organizing and directing activities and creating assignments for staff, articulating goals and objectives, monitoring work progress, and defining work procedures to meet existing guidelines and regulatory standards.
- Utilized research, learned and applied a wide range of qualitative and quantitative methods to identify, assess, analyze and improve teams capabilities and effectiveness, efficiency, design products, and ensures overall communications effectiveness.
- Coached teams in the selection and application of appropriate problem-solving methods and techniques, providing advice on work methods, practices and procedures, and assisting team and individual members in identifying parameters of viable, evidence-based solutions.
- Managed, developed, planned, and delivered large-scale, complex visual communication campaigns and assets incorporating marketing strategies & research.
- Conducted formal presentations, written and spoken, to project partners on: project updates, promoted services offered, and showcased teams capabilities and capacity.
- Ensured quality control methods and standards were applied to products, including commercial quality standards, accurate translation of complex concepts & assured compliance on Americans with Disabilities Act (508 compliance) in digital and print assets.
- Utilized flexible management skills, responsible for strategically forming and guiding design teams to apply creativity in establishing branding guidelines, layouts, and designs for digital and print for a wide variety of audiences.

2. National Board President

AIIGA, professional assoc for design 07/2024–present

- Presides over all board meetings and assures the corporation pursues its mission, goals, & objectives.
- Assures organization accountability to members.
- Collaborates with finance committee and treasurer, to sustain multi million dollar budget.
- Collaborates with board of 14 directors, professionals of varying industries, to form committees, discuss topics related to chapters, and vote on relevant issues involving but not limited to

membership, affiliation agreements, and nominating new board members.

- Advises and provides recommendations to 3 Co-Executive Director staff for the management of 5 staff members and complex business decisions.
- Guides board meetings to focus on strategic objectives, maintain decorum, and meet timelines.
- Formed committee to evaluate state of the organization with a goal to improve the image and standing of AIGA in the creative community.

3. Comm Designer/Consultant

ecesarrivera.com

02/15-07/20

- Served as senior visual communications expert, demonstrating a mastery use of software, and computer and technical skills, and methods in developing effective communication products.
- Ensured project partners' strategic plan, mission, vision, and values were communicated to team and integrated into team's strategies, goals, objectives, work plans and products, and services.
- Applied knowledge of design principles, methods, applications, and current technologies to provide clear direction and guidance on critical and complex direct graphic design and publications expertise in development of a variety of visual information materials for digital and print products.
- Provided leadership to develop priorities, strategies, and practices for effective communication over a multidisciplinary team of creative professionals.
- Responsible for strategically forming and guiding design teams & negotiating work load, professional development – training and developing training plans for team members to stay abreast with current trends and methods – and compensation.
- Responsible for organizing and directing activities and created assignments for staff, articulated goals and objectives, monitored work progress, and defined work procedures to meet existing guidelines and regulatory standards.
- Utilized research, learned and applied a wide range of qualitative and quantitative methods to identify, assess, analyze and improve team capabilities and effectiveness, efficiency on design products, and ensured overall communications effectiveness.
- Coached design staff in the selection and application of appropriate problem-solving methods and techniques, providing advice on work methods, practices and procedures, and assisted staff and individual members in identifying parameters of viable, evidence-based solutions.

- Managed, developed, planned, and delivered large-scale, complex visual communications campaigns and assets incorporating marketing strategies & research.
- Conducted formal presentations, written and spoken, to project partners on: project updates, promoted services offered, and showcased capabilities and capacity.
- Ensured quality control methods and standards were applied to products, including commercial quality standards, accurate translation of complex concepts and assuring compliance with Americans with Disabilities Act in digital and print assets.
- Represented colleagues, design team, and project partners at meetings to convey programmatic directions, present technical information, and conveyed policy directions applicable to critical visual communication programs.
- Utilized flexible management skills, responsible for strategically forming and guiding design staff to apply creativity in establishing branding guidelines, layouts, and graphic designs for digital and print for a wide variety of audiences.
- In collaboration with management, consulted and advised subject matter experts, and project partners, planned, organized, and developed visual presentation material on a variety of projects.
- Audiences ranged in interest from retail to services to academia. Products created increased awareness of services and products.

4. Chief Creative Officer

SioTeX Corporation

02/14-02/15

- Ensured delivery of high quality, innovative, data driven visual design products including digital assets, illustrations, presentations, print designs, campaign materials, exhibit design, etc. for use within a broad range of communication materials across scientific and investment-based topics.
- Represented company leadership at meetings and forums to convey company directions, presented technical information, and conveyed policy directions applicable to visual design initiatives in support of science-based product production.
- Developed and implemented changes to visual design technique and implemented changes to and updated the visual design techniques and strategies to reflect ongoing improvements, new channels, technological innovations, and changes in communication priorities.
- Continually assessed the media, user, and public response to visual design products and

company initiatives, identified opportunities for improvement in communicating green product information. Advised company leadership on needs to reshape initiatives and strategies to utilize visual design successfully in communication activities.

- Served as senior visual communications expert, demonstrating a mastery use of software, and computer and technical skills, and methods in developing effective communication products.
- Ensured project partners' strategic plan, mission, vision, and values were communicated to the team and integrated into team's strategies, goals, objectives, work plans and products, and services.
- Applied knowledge of design principles, methods, applications, and current technologies to provide clear direction and guidance on critical and complex direct graphic design and publications expertise in development of a variety of visual information materials for digital and print products.
- Provided leadership to develop priorities, strategies, and practices for effective communication over a multidisciplinary team of creative professionals.
- Organized and directed activities and created assignments, articulated goals and objectives, tracked work progress, and defined work procedures to meet existing guidelines and standards.
- Managed, developed, and delivered large-scale, complex visual communications campaigns and materials incorporating marketing strategies and research.
- Conducted formal presentations, written and spoken, to projects partners on: project updates, promoted services offered, and showcased team capabilities and capacity.
- Utilized research, learned and applied a wide range of qualitative and quantitative methods to identify, assess, analyze and improve team capabilities and effectiveness, efficiency, design products, and ensured overall communications effectiveness.
- Ensured quality control methods and standards were applied to products, including commercial quality standards, accurate translation of complex scientific concepts and data visualizations.
- Represented project partners at meetings to convey programmatic directions, present technical information, & conveyed policy directions applicable to critical visual communications programs.
- As part of a team of entrepreneurs, successfully launched startup company while serving as a focal point for visual information activities using

concepts, principles, and practices of a public affairs program, and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between the company and a variety of audiences

- Assisted in carrying out the PA program, and communications using advanced operations, products, services, needs, and goals of programs and other organizations serviced, and related customer base, functions, resources, and users
- Implemented methods and procedures for operating a variety of computer systems and visual information equipment in the production and reproduction of design work, photographs, and typography.
- Accomplished through use of design and media, perspectives, layouts, balance and contrast, color theory, mixing and application, standard design practices and instruments.
- Additionally, used a variety of visual communication, illustration, design, layout principles, and concepts for the creation, planning, and execution of a range of projects for time-based media, digital, and print.
- Responsible for presenting visual forms of subject matter information to convey an intended message of winning angel investment funds to launch a green chemical company by communicating ideas and concepts concerning visual media with tact and diplomacy.

5. Graduate Student Designer

MFAComDes TxState

08/12-08/14

- Used a range of visual communication, illustration, design, layout principles, & concepts for the creation, planning, and execution of a variety of projects.
- Used design and media, perspective, layout, balance and contrast, color theory, mixing and application, standard design practices and instruments
- Implemented methods and procedures for operating a variety of computer systems and visual information equipment in the production and reproduction of design work, photographs, and typography.
- Used advanced concepts, principles, and practices of a public affairs program and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between the program and a variety of audiences.
- Presented visual form subject matter information to convey an intended message to achieve a desired effect upon audiences and communicated ideas,

concepts, and information using visual media with tact and diplomacy.

6. Sr Graphic Designer

Chimaera Design

01/04-08/12

- While operating a personally owned design studio used a wide range of visual communication, illustration, design, layout principles, and concepts for the creation, planning, and execution of a variety of projects for a range of clients.
- Developed and implemented changes to visual design technique and implemented changes to and updated the visual design techniques and strategies to reflect ongoing improvements, new channels, technological innovations, and changes in communication priorities.
- Assessed the media, user, and public response to visual design products and company initiatives, identified opportunities for improvements in communicating for range of project partners including health related companies. Advised project partner leadership on needs to reshape initiatives and strategies to utilize visual design successfully in communication activities.
- Provided leadership and guidance to project partner staff of visual design professionals.
- Served as senior visual communications expert, demonstrating a mastery use of software, and computer and technical skills, and methods in developing effective communication products.
- Managed, developed, planned, & delivered complex visual communications campaigns and materials incorporating marketing strategies and research.
- Applied knowledge of design principles, methods, applications, and current technologies to provide clear direction and guidance on critical and complex direct graphic design and publications expertise in development of a variety of visual information materials for print and digital products.
- Project partner work included understanding of foundational and complex health communication and marketing to audiences in the health product sales, health professions, and general public.
- In collaboration with client management, consulted and advised subject matter experts, and project partners, planned, organized, and developed visual presentation material on a variety of projects.
- Ensured project partners' strategic plan, mission, vision, and values were communicated to staff and integrated into staff's strategies, goals, objectives, work plans and products, and services.

- Organized and directed activities and creating assignments, articulated goals and objectives, monitored work progress, and defined work procedures to meet existing guidelines and regulatory standards.
- Used design and media, perspective, layout, balance and contrast, color theory, mixing and application, standard design practices and instruments.
- Utilized research, learned and applied a wide range of qualitative and quantitative methods to identify, assess, analyze and improve effectiveness, efficiency, and ensured overall communications effectiveness.
- Ensured quality control methods were applied to products, including commercial quality standards, accurate translation of complex concepts.
- Implemented methods and procedures for operating Mac based computer systems and visual information equipment in the production and reproduction of design work, photographs, and typography.
- Used advanced concepts, principles, and practices of a public affairs program and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between client companies and a variety of audiences.
- Presented visual form subject matter information to convey an intended message to achieve desired effect upon audiences and communicated ideas, concepts, and information using visual media with tact and diplomacy.
- Conducted formal presentations, written and spoken, to project partners on: project updates, promoted services, and showcased capabilities and capacity.
- Occasionally responsible for strategically forming and guiding and training design teams, and negotiating work load and compensation.

7. Graphic Designer

Blue Clover

07/09-09/11

- Maintained equipment and supplies and provided customer service and technical assistance.
- Under supervision, used a wide range of visual communication, illustration, design, layout principles, and concepts for the creation, planning, and execution of a variety of time-based media, digital, and print projects for a range of clients.
- Used design and media, perspective, layout, balance and contrast, color theory, mixing and application, standard design practices and instruments.
- Project partners work included understanding of foundational and complex health communication

and marketing to audiences in the health product sales, health professions, and general public.

- Implemented methods and procedures for operating a variety of computer systems and visual information equipment in the production and reproduction of design work, photographs, and typography.
- Used advanced concepts, principles, and practices of a public affairs program and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between client companies and a variety of audiences.
- Presented subject matter information to supervisor and design team members in a visual form to convey intended message to achieve a desired effect upon audiences and communicated ideas, concepts, and information using visual media with tact & diplomacy.

8. Graphic Designer/Art Dir.

Wickley Interactive

07/08–11/08

- Under supervision, used a wide range of illustration, visual communication, design, layout principles, and concepts for the creation, planning, and execution of a variety of digital & print projects for array of clients.
- Used design and media, perspective, layout, balance and contrast, color theory, mixing and application, standard design practices and instruments.
- Implemented methods and procedures for operating Mac based computer systems and visual information equipment in the production and reproduction of design work, photographs, and typography.
- Used advanced concepts, principles, and practices of a public affairs program and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between client organizations and a variety of audiences.
- Presented subject matter information to supervisors and design team members in a visual form to convey an intended message to achieve desired effect upon audiences and communicated ideas, concepts, and information using visual media with tact & diplomacy.

9. Art Director

Market Vision

10/07–05/08

- Under supervision, used a wide range of visual communication, illustration, design, layout principles, and concepts for the creation, planning, and execution of a variety of print projects for a range of clients.
- Used design and media, perspective, layout, balance and contrast, color theory, mixing and application, standard design practices and instruments.

- Implemented methods and procedures for operating Mac based computer systems and visual information equipment in the production and reproduction of design work, photographs, and typography.
- Used advanced concepts, principles, and practices of a public affairs program and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between client organizations and a variety of audiences.
- Presented subject matter information to supervisors and design team members in a visual form to convey an intended message to achieve desired effect upon audiences and communicated ideas, concepts, and information using visual media with tact & diplomacy.

10. Graphic Designer/Prepress

Multicopy Printing 05/07-09/07

- Maintained equipment and supplies and provided customer service and technical assistance.
- Under supervision, used a wide range of illustration, visual communication, design, layout principles, and concepts for the creation, planning, and execution of a variety of print projects for array of clients.
- Used design and media, perspective, layout, balance and contrast, color theory, mixing and application, standard design practices and instruments.
- Implemented methods and procedures for operating a variety of basic computer systems and visual information equipment in the production and design work, photographs, and typography.
- Used advanced concepts, principles, and practices of a public affairs program and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between client organizations and a variety of audiences.
- Presented visual form subject matter information to supervisor to convey an intended message to achieve desired effect upon audiences and communicated ideas, concepts, and information using visual media with tact and diplomacy.

11. Graphic Designer Intern

Bradford Lawton 06/06-05/07

- Under supervision, used a wide range of illustration, visual communication, design, layout principles, and concepts for the creation, planning, and execution of a variety of print projects for a range of clients.
- Used design and media, perspective, layout, balance and contrast, color theory, mixing and application, standard design practices and instruments.

- Implemented methods and procedures for operating Mac based computer systems and visual information equipment in the production and reproduction of design work, photographs, and typography.
- Used concepts, principles, and practices of a PA program and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between client organizations and a variety of audiences.
- Presented visual form subject matter information to supervisors and design team members to convey an intended message to achieve a desired effect upon audiences and communicated ideas, concepts, and information using visual media with tact & diplomacy.

12. Graphic Designer Specialist

Zachry Construction Co

07/05-12/05

- Under supervision, ensured quality control methods and standards were applied to products, including commercial quality standards, accurate translation of complex scientific concepts for print and digital.
- Under supervision, used a wide range of illustration, visual communication, design, layout principles, and concepts for the creation, planning, and execution of variety of print projects for array of project partners.
- Used design and media, perspective, layout, balance and contrast, color theory, mixing and application, standard design practices & instruments.
- Implemented methods and procedures for operating Mac based computer systems and visual information equipment in the production and reproduction of design work, photographs, and typography.
- Used concepts, principles, and practices of a PA program and written and spoken communication principles, methods, and techniques to conduct and coordinate public affairs activities to develop intercommunication between the company and a variety of audiences.
- Presented visual form subject matter information to supervisors and design team members to convey an intended message to achieve a desired effect upon audiences and communicated ideas, concepts, and information using visual media with tact & diplomacy.

D. Academic Experience

1. Adjunct Professor (*hybrid*)

Georgia State University

08/23-12/23

Assigned to teach technically heavy course work face-to-face and online to a wide range of students from different socio-economic backgrounds and

experience levels. Assigned course work included work in interior and graphic design. Performed teaching and teaching-related duties of inclusive design course, developed teaching materials, prepared assignments, and graded design projects. Instruction in inclusive and retail space design.

2. Assistant Professor

Sam Houston State University 08/16-08/20

Assigned to teach technically heavy course work, face-to-face and online, to a wide range of students from different socio-economic backgrounds and experience levels. Assigned course work and service to the university and community, included work in interactive and UX/UI design, motion graphics, corporate identity, portfolio courses, forward-facing projects, and leading teams of young designers. Performing teaching and teaching-related duties of communication design courses, developed teaching materials, prepared & gave examinations, and graded design projects. Instruction in branding, interactive, and UX/UI design. Tenure duties include portfolio reviews, recruitment, curricula and pedagogical, internship program development, and student mentorship.

3. Instructor

Texas State University 08/15-05/16

Assigned to teach course work to a wide range of students from different socio-economic backgrounds and experience levels. Assigned course work and service to the university and community, included foundational design, typography, and interactive and UX/UI design. Performed teaching and teaching-related duties of communication design courses, developed teaching materials, prepared & gave examinations, and graded design projects. Instruction in branding, typography, sr. portfolio, interactive, and UX/UI design.

4. Adjunct Professor (*online*)

Austin Peay State University 01/16-05/16

Assigned to teach technically heavy course work online to a wide range of students from different socio-economic backgrounds and experience levels. Assigned course work included work in interactive and UX/UI design. Performed teaching and teaching-related duties of communication design web design online course, developed teaching materials, prepared assignments, and graded design projects. Instruction in interactive, and UX/UI design.

5. Graduate Teaching Assistant
Texas State University 07/13-05/15
Assigned to teach technically heavy course work online to a wide range of students from different socio-economic backgrounds and experience levels. Assigned course work included work in interactive and UX/UI design. Performed teaching & teaching-related duties of communication design courses, developed teaching materials, prepared & gave examinations, & graded design projects. Instruction in branding, logo design, typography, interactive, and UX/UI design.
6. Graduate Instructional Asst, Part-Time 20-30 hrs/week
Texas State University 08/12-05/13
Assisted faculty by performing teaching or teaching-related duties, such as, developing teaching materials, preparing & administering examinations and grading.
7. Courses Taught as Faculty of Record (*abbreviated*):
Advanced Interactive Design
Motion Graphics
Web Site Development
Interactive Design
Branding Systems
Advanced Typography
Sr. Portfolio Review
Conceptual Strategies
Trademark Design
8. Student Accomplishments (*abbreviated*):
2018-19 Annual DSVC National Student Show Awards
2018-19 Adobe Design Achievement Awards
2018 AIGA MSU Glitch Student Design Competition
2015 & 20 AIGA Blue Ridge Flux Student Design Comp.

II. CREATIVE ACTIVITY & SCHOLARLY PURSUITS

A. Works in Print

1. Commissioned Design Work (*abbreviated*):
2021 Herbalife Love Movement Design Element
2019 Shelby Brock Designs Logo
2017 SHSU Dept of Art: Student Recruitment Poster
2017 Chile Chingazo Salsa Logo
2016 SHSU Dept of Art: GALA Collateral Materials
2014 TxState College of Art + Design:
Designs on eLearning 2014 Forging Creative Connections Conference Collaterals
2014 TxState College of Science and Engineering:
MSEC Logo and Website Designs
2. Articles Online: (*chronological order*)
"Advertising Annual 2018: Winning Works from Cesar Rivera, Doe Anderson, and BVK." Graphis Blog, Graphis, 23 May 2018, blog.graphis.com/

advertisingannual-2018-winning-works-from-cesar-rivera-doeanderson-and-bvk/.

Lawhon, Katie. "July–August 2017 Artist-in-Residence." National Parks Service, U.S. Department of the Interior, 10 July 2017, www.nps.gov/gett/learn/news/us-military-veteran-cesar-rivera-will-be-thejuly-august-2017-artist-in-residence.htm.

Chen, Daryl. "Gallery: Posters That Will Make You Want to Go Vote." Ideas.ted.com. @TEDTalks, 03 Nov. 2016. AIGA Get Out the Vote Poster.

3. Journal Publications:

Rodriguez Lainz, Alfonso, Cesar Rivera, Lauren Elsberry, Sarah Pinto, Bianca Rubio. "Assessment of Clarity of Images in COVID-19 Health Education Materials Among Diverse Communities in the United States." *Health Communication*, online, 22 August 2024, <https://doi.org/10.1080/10410236.2024.2391644>

(acknowledgments)

New England Journal of Medicine, Volume 386, No. 24, 16 June 2022, Chapare Hemorrhagic Fever and Virus 3 Detection in Rodents in Bolivia in 2019, Data Visualizations and Cartography

Clinical Infectious Diseases Supplemental, Volume 73, Issue Supplement 1, 15 July 2021, A Snapshot of Work by the COVID-19 Public Health Response, Cover Photo

4. Design Annuals:

2022 Graphis Design Annual (*work printed*)
2021 Graphis Design Annual (*work printed*)
2021 Graphis Advertising Annual (*work printed*)
2021 Graphis Poster Annual (*work printed*)
2018 Graphis Advertising Annual (*work printed*)
2018 Graphis Poster Annual (*work printed*)
2018 Graphis Design Annual (*name listed*)
2017 Graphis Logo Design 9 (*name listed*)
2016 Graphis Design Annual (*name listed*)
2007 Graphis New Talent Annual (*work printed*)

B. Works not in Print

1. Invited Talks, Lectures, Presentations:

2023 Thomas Jefferson University Health Undergrads:
Team Building (*2 sessions*)

2021 Thomas Jefferson University Health Communication
Design Grads: Designing Unknowns

2020 Metropolitan State University Undergrads:
Designing Problems

2019 Gulf South Summit Conference DO GOOD WORK:
Engaging and Impacting Communities. *(panel)*

2019 15th Annual DSVC National Student Show &
Conference DO GOOD WORK: Engaging and
Impacting Communities. *(panel)*

2019 AIGA San Antonio Contrastes Relevntes Conference
Good Enough!?: Life Experience.

2019 AIGA San Antonio Contrastes Relevntes Conference
A La Vez: A Panel Discussion on the Creation of AIGA SA.

2017 Podcast by Giebenhain, Katy. "The Seminary Explores."
Capturing the Colors, Podbean Develoment, 10/23,
seminaryexplores.uls.edu/e/capturing-the-colors/.

2017 AIGA DEC Conference Converge DO GOOD WORK:
Design Scholarship Opportunities in Collaboration w/
Social Sciences Servicing Community Organizations.

2017 Digital Education Summit: Post Online!?! O_o
Digital Anonymity: Addressing Student Concerns and
Maintaining Professional Excellence.

2017 SHSU Academics First Expert Q & A: Panel Member,
06/22, and 07/06 & 13

2017 SHSU Dept. of Art Artist Talk: Panel Member
Topic: "57th Annual Faculty Exhibit"

2016 SHSU WASH Program: Faculty Panel Member
Topic: "How to be Successful in Your Program"

2014 TxState Student Gov't Senate: Panel Member
Topic: "What to Expect in Graduate School"

2014 Brown Bag Session: Panel Member
Topic: "What I Wish I Had Been Told as a New
Graduate Student"

2014 Rice Business Plan Competition (team effort)

2013 Brown Bag Session: Panel Member
Topic: "What I Wish I Had Been Told as a New
Graduate Student"

2012 University of Texas at San Antonio
Publication Design Class: Presentation of Creative Work

2012 San Antonio College
Art Direction Class: Presentation of Creative Work

2. Workshops Conducted:

2019 17th Biennial Foundations in Art: Theory and Education
Conference: Let's Make Some Books Workshop

2018 15th Annual Teaching and Learning Conference:
Human-Centered Curriculum Design Workshop

2018 Digital Education Summit:
Human-Centered Curriculum Design Workshop

2017 Gettysburg National Military Park Ford Family Day
Book Binding Workshop

3. Exhibitions (*abbreviated*):

National Parks Arts Foundation Gettysburg National
Military Park Artist-in-Residence Exhibition, 08/04/2017,
David Wills House, Solo, Local, 5 Pieces
AIGA San Antonio, in cooperation with the League of
Women Voters, Get Out the Vote, 10/19/2016,
High Five Shop, Group, Juried, National, 1 Piece
AIGA San Antonio, in cooperation with the League of
Women Voters, Get Out the Vote, 10/08/2016,
1960 Studio, Juried, National, 1 Piece
AIGA Cleveland Get Out the Vote, 07/07/2016,
Cleveland State University: The Galleries at CSU,
Group, Juried, National, 1 Piece
AIGA Philadelphia Get Out the Vote, 07/07/2016, Painted
Bride Art Center, Group, Juried, National, 1 Piece
AIGA Philadelphia Get Out the Vote, 07/01/2016, City of
Philadelphia's Office of Arts, Culture, and Economy:
Art Gallery at City Hall, Group, Juried, National, 1 Piece
Oso Bay XIX, 03/30/2016, Texas A&M Corpus Christie,
Group, Juried, National, 1 Piece
AIGA Texas Show, 04/12/2014, Canopy 6, Group,
Juried by James Victore, Chris Bilheimer,
Aaron Draplin, Dirk Fowler, Dan Ibarra, and
Frances Yllana, State, 1 Piece

C. Grants and Contracts (*abbreviated*):

Submitted, Funded, Internal Grants and Contracts:
2022 ATSDR Video project agreement \$930,000
2020 SHSU FAST Award request \$10,000 for
Multidisciplinary project—Criminal Justice, Mass Com,
Animation, and Graphic Design
2020 SHSU Odyssey Travel Grant \$2000
2019 SHSU Teaching Innovation Grant \$7000
2019 SHSU Odyssey Travel Grant \$2000
2014 Angel Investment funds \$200,000

D. Fellowships, Awards, Honors:

2024 CDC EOY Performance Award
2024 CDC Digital Media Division Director Incentive Award:
5 awards total
2024 CDC Health Literacy Hero Award
2023 CDC EOY Performance Award
2023 CDC Digital Media Division Director Incentive Award:
6 awards total
2022 CDC EOY Performance Award
2022 Graphis Design Annual: Silver for COVID-19 Style Guide
2022 Graphis Design Annual: Merit for Design Element
2021 CDC EOY Performance Award
2021 CDC Creative Services Division Director Incentive
Award: 2 awards total

2021 Graphis Advertising Annual: Merit for OOH Campaign
2021 Graphis Design Annual: Silver for Logo
2021 Graphis Design Annual: Silver for Branding
2021 Graphis Design Annual: Merit for Logo
2021 Graphis Poster Annual: Silver for Design Odyssey
2021 Graphis Poster Annual: Merit for Medal of Honor
2021 Graphis Design Annual: Merit for Logo
2021 CDC Health Literacy Hero Award
2021 OADC Employee Awards: COVID-19 Style Guide
2020 ADDYs: Bronze (local) for Out-of-Home Campaign
2019–2021 Active Learning Teaching Fellow
2018 Graphis Advertising Annual: Gold for Poster Design
2018 Graphis Poster Annual: Silver for Poster Design
2018 Graphis Design Annual: Merit for Event Materials
2017 International Design Awards: Merit for Logo Design
2017 ADDYs: Merit (local) for Event Materials
2017 Graphis Logo Design 9: Merit for Logo Design
2017 TypeCon: F. Goudy Honorable Mention for
 Typography Knowledge
2016 Graphis Design Annual: Merit, Conference Collaterals
2016 Alfred H Nolle Chapter Alpha Chi College
 Honor Society Favorite Professor Award
2015 Creative Summit 28:
 Chris Hill Creative Passion Award for Graduate Portfolio
 Special Merit Award for Book Design
 Coveted Memorial Ralph Award for Book Design
 Medal of Excellence for Data Viz Poster Design
2015 TxState: Research Support Fellowship Recipient
 for Thesis Project
2015 TxState: MFA C[]NCEPT Invitational Nominee
 for Thesis Project
2015 TxState: Graduate College Fellowship Award
 for Thesis Project
2015 Texas State University Medallion and Honor Cord for
 Distinguished Service to the Student Government
 Graduate House of Representatives
2014 American Chemical Society Green Chemistry &
 Engineering Business Plan Competition (team effort):
 Grand Prize
2014 TxState: Graduate College Scholarship
2014 DSVC: Show for Book Design
2014 Rice Business Plan Competition (team effort):
 Early-Stage Investment Prize Texas HALO Fund
 Winner Challenge Round Flight 6
 First Runner-Up CASIS ISS National Lab Space Flight Prize
2014 ALGA Texas Show: Third Place for Book Design
2014 TxState: MFA SH[]WCASE
 Best of Show & Jurors' Awards for Book Design
2014 New Student Appr'n Recognition for
 Academic Success

2014 Texas State University Pin for Service Excellence
to the Associated Student Government House of
Graduate Representatives

2013 AIGA San Antonio: Pixels of Fury
Head-to-Head Invitational, Second Place

2013 TxState: Global Wildlife Conservation
Identity Competition, First Runner-Up

2013 Alpha Chi National College Honor Society:
Texas Iota Chapter Graduate Inductee

2013 TxState: MFA C[]NCEPT Invitational Nominee
for Book Design

2013 TxState: Graduate College Scholarship

2013 TxState: Associated Student Gov't Scholarship

2013 Creative Summit 27:
Cronan Intensity Award for Book Design
Honorable Mention for Video

2013 Texas State University Award for Service
Excellence to the Associated Student Government
House of Graduate Representatives

2013 Texas State University Pin for Service Excellence
to the Associated Student Government House of
Graduate Representatives

2010 AIGA Texas Show: 3 Special Recognition
for Logo Designs

2010 American Advertising Federation:
Silver (district), Gold (local) for Logo Design

2009 Dallas Society of Visual Communicators:
Show for Logo Design

2009 Art Director's Club Houston: Silver for Logo Design

2008 American Advertising Federation:
Bronze (district), Gold (local), Silver (local)

2007 Art Director's Club Houston:
Bronze for Invitation/Brochure Design

2007 Creative Summit 22:
Coveted Memorial Ralph Award for Poster Design
Honorable Mention for Book Design

2007 American Advertising Federation:
Silver (local) Logo Design

2007 TxState Dean's List: 2 Semesters

2006 Art Director's Club Houston: Show for Logo Design

2006 American Advertising Federation:
Silver (local awards) for Poster Design & Logo Design

2005 San Antonio College Pres Honors List: 6 Semesters

2005 Beverly Nix Coiner Scholarship

2005 American Advertising Federation:
Scholarship and Gold (local) for Art Direction

2004 American Advertising Federation:
Bronze (local) for Art Direction

2003 Texas Two Competition:
Honorable Mention for Art Direction

2003 San Antonio College Dia de Los Muertos Competition:

First Place Poster Design

U.S. Military Honors:

Honorable Discharge

Army Achievement Medal w/ Single Oak Leaf Cluster

Good Conduct Medal

National Defense Service Medal

Korean Defense Medal

Overseas Service Ribbon

Army Reserves Component Overseas Training Ribbon

Army Service Ribbon

IV. SERVICE

A. Community:

2021 CDC DataViz Day: Moderator

2019 ICDE Student Logo Competition: Judge

2018 Art Against the Odds Branding Mentor/Consultation

2017 AIGA DEC Conference Converge: Abstracts Reviewer

2017 Ford Family Day at Gettysburg National Military Park

Handmade Journal Workshop

2017 Grimes County Branding and Website Development

Mentor/Consultation

2017 Scouts at Sam Boys Scouts of America Graphic Arts

Merit Badge Class Instructor

2016 Designs on eLearning: Abstracts Reviewer

2014 Air Force Media Contest, Global Competition: Judge

2012 McNay Art Museum: El Día de Los Muertos

Family Day Screen Printing Demonstrator

2012 Creative Summit 26, National Competition: Judge

2011 Creative Summit 25, National Competition: Judge

2010 Creative Summit 24, National Competition: Judge

B. Professional:

AIGA: National Board President 2024-present,

National Board President Elect 2023-24,

National Board Member 2020-23, AIGA ATL Member,

AIGA San Antonio: Advisory Board Member 2012-14,

Centennial Liaison 2014 with National Organization,

Medusa Project (*attendee*), AIGA Texas Show 2012

San Antonio Representative, AIGA SA Second

President (*Interim*), First Vice President (*Interim*),

Founding Officer

CDC DataViz Scientific Advisory Group 03/2021-03/2022

Workforce Development Co-Chair