



RÉSUMÉ

I. PROFESSIONAL & ACADEMIC BACKGROUND

A. Ernan Cesar Rivera

Summary: Accomplished, award-winning, design leader, military veteran, and published professional with entrepreneurial experience and a strong command of digital design skills seeks to secure a lead position in an organization who's mission is to embrace change and create value for its stakeholders.

Skills: Extensive private and public experience leading, developing, and managing design teams (remote & in-person), communicating critical information, utilizing strategic and innovative visual design solutions to convey messages to a multitude of audiences while developing new approaches for the analysis of problems relating to design, development, and production of visual materials. Excellent skills with Human-Centered Design methods, Adobe CC, XD, InDesign, Photoshop, Illustrator, and other design tools, research methods, written communication, and public speaking events. Capable with AfterEffects, HTML5, and CSS3. Familiar with project management software, Processing, and Java Script.

Profile: Passionately leads multidisciplinary teams through strategic planning, organization, development, and implementation of design business processes. Hands on design experience with visual communications, corporate identity, packaging, and book design utilizing evidence-based, human-centered techniques, and qualitative and quantitative methods. Additional experience with guiding teams to explore, experiment, and implement genAI workflows, web and UX/UI design, prototyping (digital & analog), research, time-based media, and data viz. Special emphasis on emerging technologies, human-centered design thinking, compelling and conceptual design, business processes, and communication goals with high attention to detail. Excellent skills collaborating cross-functionally such as engineering, data science, broadcasting, illustration, and subject matter experts. Knowledgeable with business analysis and development, and product and project management. Public speaker on topics ranging from general design practice to visual communications.

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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 6 multidisciplinary teams (45 FTEs & 15 CTRs) in developing innovative, integrated creative solutions from concept through production, inspiring cross-functional talent including creative directors, art directors, copywriters, designers, UX designers, and technical experts to deliver their best work.
- Guided design team members and managed talent at the highest level by fostering creativity, collaboration, and skills development through training, mentorship, and feedback, while supporting career growth aligned with individual goals and agency needs.
- Effectively managed and delegated work across multiple clients and projects, ensuring the annual delivery of ≈4,000 high-quality, innovative, data-driven visual design products—including digital assets, illustrations, presentations, and campaign materials—for use across CDC's 20 centers, institutes, and offices with a 97% satisfaction rating and 95% of all products delivered early or on-time.
- 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, refined quality assurance checklist and created a team of in-staff reviewers.
- Advised and represented team and division leadership at client meetings and other forums anticipating needs, reshape strategies, present technical information, and policy directions to effectively leverage visual design initiatives and establish trust among agency stakeholders.

- 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.
- Maintained a robust understanding of current and emerging industry trends, pushing for original work by incorporating new design approaches, technologies (i.e. genAI), and techniques to ensure creative output remained contemporary and competitive.
- Developed and maintained cross-disciplinary partnerships focused on strategy, design, and production, collaborating with internal teams and external vendors to create efficiencies in product delivery and streamline creative workflows 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.
- 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.
- Forged strong, high-level client relationships by deeply understanding their business needs while ensuring their strategic plan, mission, vision, and values were effectively communicated and integrated into team strategies, goals, & deliverables.
- 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.
- Reviewed client scopes to identify project needs and worked with project and resource management to build creative, collaborative teams, while organizing and directing staff activities, setting goals and objectives, monitoring progress, and defining work procedures to meet established guidelines.
- 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.
- Led new business pitches and conducted formal written & spoken presentations to project partners, providing project updates, promoting services, and showcasing team capabilities and capacity in collaboration with cross-functional departments.
- 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 AIIGA in the creative community.

3. Comm Designer/Consultant

ecesarrrivera.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.

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.

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.
- 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.

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.

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.

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.

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.

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, 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.

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/
dvertisingannual-2018-winning-works-from-
cesar-rivera-doeanderson-and-bvk/](http://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](http://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 Heath Undergrads:
Team Building (2 sessions)
 - 2021 Thomas Jefferson University Heath 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 Relevantes Conference
Good Enough!?: Life Experience.
 - 2019 AIGA San Antonio Contrastes Relevantes 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 Development, 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 AIGA 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 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 (*abbreviated*):
Honorable Discharge
Army Achievement Medal w/ Single Oak Leaf Cluster
Good Conduct Medal
National Defense Service Medal
Korean Defense Medal

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