

# CESAR SANTALO

WWW.CESARSANTALO.COM

## CONTACT

+561 617 6820

csantalo1@gmail.com

www.cesarsantalo.com

linkedin.com/in/cesar-santalo

6010 SW 94 Court  
Miami, FL 33173

## EDUCATION

DOCTORATE (Leadership & Innovation)

St. Thomas University

Miami Gardens, FL

MASTER OF FINE ARTS

University of Miami

Coral Gables, FL

BACHELOR OF FINE ARTS

Pratt Institute

Brooklyn, NY

## EXPERTISE - SKILLS

Design Thinking

Artist and Art Curator

Corporate Identity and Brand

Strategic Direction & Marketing

2D & 3D Animation/Rigging

Graphic Design and Layout

Illustration

Package Design

Web Design

Art Direction

Storyboarding

Conceptual Creation

Social Media Marketing

Higher Education

Creative Storyteller

Creative Design

Information Technology

Google Analytics/UX Research

### ||| PERSONAL SKILLS

Leadership

Design Thinking

Innovative

Humorous

Dedicated

Self Motivated

Positive Attitude

Hands-on

Passionate

## PROFILE

Dean of the College of Communication and Design at Lynn University; award-winning visual communications and broadcast professional, artist, animator, curator, and founder, as well as a published author/scholar. Extensive experience directing, creating, and implementing revenue-generating design and animation projects from concept to launch within scope, schedule, and specifications, guided by design thinking and human-centered problem solving. Trusted business partner known for effective client and stakeholder engagement across organizational levels, diverse client groups, and multidisciplinary teams. Skilled at integrating art and technology to execute innovative processes while ensuring compliance with corporate and educational standards. Strong verbal and written communication skills in English and Spanish.

## CAREER HIGHLIGHTS

- Developed strategic and creative concepts for all Univision brands: Univision Network, Galavision and Unimas.
- Spearheaded launch of company-wide Univision rebranding; organized distribution and monitored compliance for over 100 affiliates across the US and Latin America.
- Designed and managed multiple projects including title sequences, promotional campaigns, logos, openings, touch screen/virtual reality technology, interactive design, show branding/design, and editing. Implemented technical solutions that maximized use of time and resources.
- Recognized for strong attention to detail, multi-tasking, coaching, and effective team building skills that foster consensus and motivate groups to attain common goals.
- Consistently assuring quality control and effectively addressing and resolving challenging and unforeseen situations, averting additional expenses and adverse effect on final product or client/audience satisfaction.
- Chairperson of Pratt Alumni Miami. Facilitated a collaboration/partnership between the Pratt Institute Animation Program and Miami Dade MAGIC.

## PROFESSIONAL EXPERIENCE

03/2021 - Present

DEAN - COLLEGE OF COMMUNICATION AND DESIGN

Lynn University - Boca Raton - FL

Provide executive leadership for a multidisciplinary college comprising 7 majors and 7 minors, with responsibility for academic quality, strategic planning, budgeting, faculty and staff performance, facilities and technology, student success, and external partnerships. Advance a high-impact, industry-facing culture centered on innovation, experiential learning, and measurable outcomes that strengthen CC&D's visibility, recruitment pipelines, and graduate career readiness.

- Set the College's strategic direction and oversee operations, aligning priorities with university goals and evolving industry needs across design, communication, digital media, and emerging technologies.
- Lead academic excellence across 7 majors and 7 minors, guiding curriculum development, learning outcomes, assessment, and continuous improvement to maintain rigorous, contemporary, career-relevant programs.

# CESAR SANTALO

WWW.CESARSANTALO.COM

## SOFTWARE

Adobe AfterEffects  
Adobe PhotoShop  
Adobe Illustrator  
Adobe InDesign  
Adobe Character Animator  
Adobe XD  
Cinema 4D  
Toon Boom  
Canvas Software  
Adobe Creative Suite  
Google Suite  
Microsoft Word  
PowerPoint

## BOARD & CHAIR POSITIONS

CHAIR SOUTH FLORIDA  
PRATT ALUMNI ASSOCIATION  
2017 to present

BOARD MEMBER ELECT  
Psychology and Education  
an Interdisciplinary  
Journal  
2004 to present

VICE PRESIDENT  
ART FOR OTHERS NON PROFIT  
2015 to present

- Recruit, develop, and evaluate faculty and staff; foster a collaborative culture with clear expectations, accountability, and support for teaching excellence, creative practice, and professional growth.
- Manage college resources and planning, ensuring facilities, studios, labs, and technologies support modern production workflows and exceptional student learning experiences.
- Instituted mandatory internships as a graduation requirement, embedding professional experience and portfolio development across programs to strengthen career readiness and placement outcomes.
- Founded the Lynn NFT Art Museum, recognized as one of the first decentralized NFT museums globally, positioning Lynn as a leader in digital art innovation and sustainable exhibition models.
- Created "All Hands on Deck," one of the world's largest skateboard deck design competitions and exhibitions, engaging 30+ high schools across 8 countries and 4 continents while strengthening recruitment, community partnerships, and student visibility.
- Created iPulse News and iPulse Sports, a student- and faculty-run digital network that delivers hands-on newsroom and sports media training through real-world production, publishing, and storytelling.
- Created Lynkd Magazine, a student- and faculty-run publication recognized statewide as Florida "Best Design Magazine" (Professional Category) by the Society of Professional Journalists, showcasing student and faculty excellence and elevating the College's reputation.
- Established a partnership with the USC Shoah Foundation as a satellite studio, creating a formal pathway for Lynn students and faculty to participate in mission-driven media production with global significance. The satellite studio expands experiential learning in documentary practice and ethical interviewing, strengthens interdisciplinary collaboration (production, journalism, design, storytelling), and supports the preservation of testimony through professionally guided recording workflows, research standards, and responsible narrative framing.
- Developed an international Summer Intensive program with 5 tracks, offering immersive, university-level experiences for out-of-state and international students and building pathways into CC&D degree programs.
- Build and steward partnerships with industry, cultural organizations, and educational institutions to expand experiential learning, sponsorship opportunities, and institutional visibility.

## PROFESSIONAL EXPERIENCE

02/2020 - 12/2020  
SENIOR DESIGNER - NETWORK NEWS  
NBCUniversal Telemundo Enterprises - Miami - FL

Led design initiatives for broadcast production graphics, digital and mobile-oriented live shows and franchises for Quibi. Specializing in short-form mobile video platform. Design concepts, projects, and workflows across daily shows and special projects.

- Created innovative design across our news consumer touchpoints; mobile-oriented, digital, and linear.

# CESAR SANTALO

WWW.CESARSANTALO.COM

## CONTACT

+561 617 6820

csantalo1@gmail.com

www.cesarsantalo.com

linkedin.com/in/cesar-santalo

6010 SW 94 Court  
Miami, FL 33173

- Take projects from idea to concept, from production to launch, ensuring excellence, alignment, and quality of design thinking throughout.
- Mentored team and inspired others while elevating creative output as we grow into new technological platforms.
- Communicate concepts easily to all stakeholders across departments.
- Anticipated needs and flourishes in a high volume, fast-paced environment.

## PROFESSIONAL PROFILE

03/1999 - 10/2019

ART DIRECTOR - CORPORATE MARKETING, PROMOTIONS & DIGITAL  
Univision Communications - Doral - FL

Led corporate-wide creative and brand expression that integrated strategic marketing based on user research and analytics. Spearheaded campaigns from concept to completion while managing the development and impact of assets across websites, television and broadcast, digital and mobile oriented platforms, digital media, print production, out-of-home, video, email campaigns, mobile apps, corporate communications, advertising, retail, social media content, and digital marketing.

- Worked closely with promotions, corporate marketing, public relations, sales and media planning to brainstorm creative, inspire and articulate concepts and generate proactive workflows necessary to produce high quality promotional media under tight deadlines and complex environment.
- Proactively oversaw, mentored, inspired, and supported a team of over 20 animators, illustrators, designers and production staff, ensured proper production of campaign elements, post-production process, strategy, design concepts, color theory, visual design, design thinking and insights.
- Led complex projects while working collaboratively with all stakeholders from inception to completion, meet deadlines with consistent positive results.
- Developed and implemented departmental organizational structure, vision, policies, computer software, business acumen, and instilled collaboration among diverse internal and external teams.
- Managed department's budget, hiring and program-specific production budgets from art creation to final material, negotiated costs and usage with outside vendors in Latin America and the United States.
- Supervised completion of artwork, photo shoots, lighting, typography, reviewed sketches from illustrators and animators and ensured compliance within legal standards.
- Conducted staff performance evaluations, scheduling, evaluated work; encouraged cross-functional training and professional development.

03/1999 - 12/2018

ART DIRECTOR - ENTERTAINMENT & PROGRAMMING  
Univision Communications - Doral - FL

- Worked directly with producers, creative director, and artists to create on-air brands and graphics for entertainment shows, television journalism, programming and special event packages.

# CESAR SANTALO

WWW.CESARSANTALO.COM

## CONTACT

---

+561 617 6820

csantalo1@gmail.com

www.cesarsantalo.com

linkedin.com/in/cesar-santalo

6010 SW 94 Court  
Miami, FL 33173

- Created captivating art, typography, logo design, graphic design, animation, and photography for the FIFA World Cup, Latin Grammy's, Premio Lo Nuestro, Premios Juventud, Upfront, Despierta América, Sábado Gigante, Rose Bowl Parade, Nuestra Belleza Latina, Gordo y La Flaca, República Deportiva and Sal y Pimienta for Univisión, W Studios, Galavisión, Unimás and El Rey network.
- Worked with community engagement projects such as: Teleton USA Foundation, Es El Momento-Bill and Melinda Gates Foundation, Tu America, and Unidos por Los Nuestros.
- Illustrated storyboards, character design and animation for mini-series, soap operas, network news dramatizations and story lines pertaining to international politics and special investigation units.
- Worked on fine art illustrations for set design, murals and special projects.
- Managed daily workflow and estimated budgets for short and long-term projects using Workfront Application.
- Trained in Six Sigma and Lean Six Sigma and earned Greenbelt Certification.

Art directed, managed and produced various international film productions in Mexico City for W Studios including but not limited to Amar a Muerte, Bella y Bestias, Las Buchonas, and La Piloto. Many of these shows premiering exclusively in Netflix.

# CESAR SANTALO

WWW.CESARSANTALO.COM

---

## CONTACT

---

+561 607 6820

csantalo1@gmail.com

www.cesarsantalo.com

linkedin.com/in/cesar-santalo

6010 SW 94 Court  
Miami, FL 33173

---

## TEACHING EXPERIENCE

---

08/2015 - 05/2019

ADJUNCT PROFESSOR

Miami Dade College MAGIC - Miami - FL

- Introduce Gaming and Animation students to figure/life drawings of human models and storyboarding concepts.
- Presented the concept of drawing people and animals from life that explore elements of shape, form, contour, and contrast.
- Branding, design, and entrepreneurship as it relates to character design, gaming and merchandising.
- Make sure students keep pace with technological changes in the industry.
- Explore the use of Photoshop, Illustrator, AfterEffects, Toon Boom and Character Animator.

---

05/2013 - 03/2019

ADJUNCT PROFESSOR

Art Institute of Pittsburgh - Virtual

- Instruct students on using the proper techniques for drawing and anatomy using traditional and digital media.
- 12 principles of advanced 2D animation and how to create budgets for cell animation for prospective clients.
- History and influences of 20th century animation and the forecast of up-and-coming trends in the industry.
- Courses taught includes: C230 Advanced Animation, MAA 212 2D Animation, MAA 122 Drawing and Anatomy, MAAA 202 Character and Object Design, MAA 111 Animation Principles, MAA 102 Life Drawing and Gesture, GAD 117 Life Drawing and Gesture, GAD Drawing and Anatomy and C132 XA Survey of Animation.
- Created and revised educational curriculum for the Animation and Gaming online departments using the Pinnacle Platform.

---

2000 - 2011

ADJUNCT PROFESSOR

University of Miami - Coral Gables - FL

- Instructed students on the essential use of typography, photography, and illustration in today's design profession.
- Introduced students to digital art and explore the use of Adobe AfterEffects, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Cinema 4d.
- Taught students the fundamentals of illustration using acrylic paint, colored pencil and watercolor for their illustration needs.
- Also served as committee member for Master's Degree student thesis projects.

# CESAR SANTALO

WWW.CESARSANTALO.COM

## SPECIAL COMMISSIONS

PATRIA Y VIDA: THE POWER OF MUSIC DOCUMENTARY  
Collage/mural artist  
2023

TUDN-BALON DE ORO SPORTS AWARDS SHOW  
Illustrations for set video content  
2019

WSTUDIOS  
Collage Mural for Univision's Bella y Bestias title sequence  
2018

LATIN GRAMMY'S VIDEO CONTENT & SET DESIGN  
Juan Luis Guerra 440, Calle 13, Magic, Marc Antony, Reik, Carlos Vives, Cirque du Soleil  
10/2010-7/2017

LITTLE COMPANY OF MARY HOSPITAL  
Collage Mural-Chicago, Illinois  
2014

CITY OF MIAMI  
Outdoor fountain  
Maximo Gomez Park  
2010

ART IN PUBLIC PLACES  
Outdoor sculpture design  
Palmetto Bay, Florida  
2010

CUBA NOSTALGIA  
Poster Design & Illustration  
2006/2008/2010/2013  
2014/2016/2017/2018

ACD SYSTEMS  
Signature Image  
2005/2018

## AWARDS, GRANTS & FELLOWSHIPS

- Patria y Vida: The Power of Music (documentary feature, 2023). Collage mural artist; (Artwork narrates beginning, chapters, and ending and becomes one of the central characters).
- Honors: Latin Grammy Awards (24th Annual, 2023) Nominee, Best Long Form Music Video
- BendFilm Festival (2023) Special Jury Award (Documentary Jury)
- Nashville Film Festival (2023) Nominee, Grand Jury Prize: Best Music Documentary Feature
- Los Angeles Film Awards (LAFA) (March 2023) Winner, Best Documentary (as listed by LAFA).
- Recipient of the Key to the City of Boca Raton 2025
- Promax Silver for Unimas Halloween "Noches de Ultratumba"
- Bronze Telly Award for Univision's "La Piloto-Regreso Al Cielo" Craft Promotional Video/2019
- Silver Telly Award for Univision's "Nuestra Belleza Latina" Craft-Set Design/2019
- Silver Telly Award for Univision's "Rosario Tijeras" Campaign Regional TV/2019
- Silver Telly Award for Univision's "Amar a Muerte" Craft Promotional Video/2019
- Silver Telly Award for Univision's "Bella Y Las Bestias/Craft/2019
- Silver Telly Award for Univision's Holiday Campaign Branded Content/2019
- Silver Telly Award for Univision's Voting Campaign "Tú América"/2017
- Gold Telly Award for Univision's "Nuestra Belleza Latina" Video Content/2017
- Fort Lauderdale International Travel Industry mural, Univision Store/2015
- Illustrator of Univision's FIFA World Cup Poster/2014
- Illustrator for Univision's Premios Juventud-collage was chosen as the primary look for show's on-air graphics and set/2009
- Miami Guitar Town by Gibson-Citywide exhibit of 10' guitars/2009
- Front cover article for Miami Herald's Tropical Life Magazine/2006
- One man art exhibit featured on Internationally televised show, Despierta América and locally televised show, Nuestro Orgullo/2005
- Florida Art In State Buildings Purchase Award Florida Agricultural and Mechanical University/2005
- Adobe Innovations Award Recipient, University of Miami/2004
- "Imagination", Juried Exhibition of Still, Kinetic and Interactive Fine Art, Fort Myers, FL, Best Of Show/2004
- University of Miami, MFA Full Tuition Scholarship/2001-2004
- Mann Grant-University of Miami/2004
- Best of Show Award-MFA Exhibition/University of Miami/Fleur Jacobs Art Award/2003
- Outstanding Teaching Fellowship Award/University of Miami/2001
- University of Miami Creativity Forum/2001 and 2004-1st Place
- Florida Marlins (Commission)-Portrait of Hall of Famer Tany Perez/1997
- Miami-Dade Community College Permanent Collection Wolfson Campus/1991
- Art Innovations National Finalist Winner/1991
- First one man show-Wesley Center/University of Miami/2005