



f e l i p e c e r d á n

creative direction • animation • illustration • design

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Illustration

Graphic Design

Traditional Effects Animation

Previs/Layout

Character Design

Photoshop

Illustrator

InDesign

After Effects

Shake

Maya 3D Modeling

ToonBoom Harmony

3D Stereo Conversion

OS X Platform

Windows Platform

Linux Platform

EDUCATION

San Jose State University

B.S. Graphic Design/Animation

1993 - 1998

- **PARAMOUNT GLOBAL, Burbank, California** 10/2024 - current
Director, Design - CBS Sports
Creative Direction and Marketing Campaigns for CBS Sports and Paramount+

Director, Design - Creative Marketing - Paramount+
Managing designers and Art Direction of creative and marketing campaigns for Paramount+

Senior Manager/Design - Paramount+
Managing designers and Art Directing creative and marketing campaigns for Paramount+

Senior Digital/Display Designer - CBS All Acces 01/2017 - 01/2018
- **OWN: THE OPRAH WINFREY NETWORK, Los Angeles, California** 09/2015 - 01/2017
Art Director/Off Air Print Department - Key Art + Graphic design for OWN Studios.
Creative for Television/Internal Projects
- **SPRITE ANIMATION STUDIOS, Los Angeles, California** 07/2015 - 09/2015
RUDOLPH AND IPPIATTENA
Layout Artist - Sequence and Character Blocking. Camera animation.
PAC-MAN AND THE GHOSTLY ADVENTURES
Layout Artist - Sequence and Character Blocking. Camera animation.
- **GOOGLE, Sunnyvale, California** 03/2014 - 7/2014
EFX Animation for Glen Keane's DUET, the third installment of Google Spotlight Stories.
Working in conjunction with Google's ATAP division (Advanced Technologies and Projects).
- **DISNEY TOON STUDIOS, Burbank, California** 2012 - 2014
Previs-Schematic Artist/Modeler - Model Sets and Props in Maya to aid Viz Dev and Pre Viz
LEGEND OF THE NEVERBEAST - Set Schematics and Layout
PLANES: FIRE AND RESCUE - Set Schematics and Layout
- **WARNER BROS. TELEVISION AND CREATIVE SERVICES, Burbank, California** 2011 - 2012
Art Director/Design Consultant - Key Art + Graphic design for the entertainment industry.
Designing Keyart for Television/Entertainment/Internal Projects
- **WALT DISNEY ANIMATION STUDIOS, Burbank, California** 2008 - 2011
THE LION KING - 3D - EFX Artist/Composer
WINNIE THE POOH - EFX Animator
BEAUTY AND THE BEAST - 3D - EFX Artist/Composer
THE PRINCESS AND THE FROG - EFX Animator
- **BEDESIGN LLC, Hollywood, California** 2005 - 2008
Art Director - Key Art + Graphic design for Theatrical and Home Entertainment.
- **PETROL ADVERTISING, Los Angeles, California** 2003 - 2005
Production Manager/Jr. Designer - Key Art + Graphic design for Theatrical and Game Industry.
- **DREAMWORKS PICTURES SKG, Glendale, California** 2002 - 2003
SINBAD: LEGEND OF THE SEVEN SEAS - EFX Assistant Animator
- **COLUMBIA/TRI-STAR PICTURES, Culver City, California** 2001 - 2002
ADAM SANDLER'S EIGHT CRAZY NIGHTS - EFX Assistant Animator
- **WARNER BROS. FEATURE ANIMATION, Glendale/Sherman Oaks, California** 1998 - 2001
OSMOSIS JONES - EFX Assistant Animator
THE IRON GIANT - EFX Inbetweener