

# JOEL SANTANA

## CHARACTER DESIGNER/ILLUSTRATOR

*Experienced Illustrator with a demonstrated history of working in the advertising and entertainment industry. Strong drawing and painting professional, skilled in characters, environments, props, Adobe Photoshop, Adobe Illustrator and some 3D.*



Portfolio: [theartofsantana.com](http://theartofsantana.com)

[joel@theartofsantana.com](mailto:joel@theartofsantana.com)

813.380.2601

### EXPERIENCE

Illustrator/Senior Art Director • Dunn & Co.  
03/2015–Present • Tampa, FL

- Character illustrations for advertising and packaging
- Art direct and lead young designers
- Concept and develop ad campaigns and key art

Senior Designer • Checkers Drive-In Restaurants, Inc.  
08/2009–Present • Tampa, FL

- Design and illustration of brand icons, logo and packaging
- Develop print and digital creative for corporate campaigns
- Guide and mentor junior creative team members

Graphic Designer • Walt Disney World® Internal Comm.  
06/2008–06/2009 • Kissimmee, FL

- Logos design, digital illustrations and storyboards
- Designed digital and print communication throughout WDW Parks and Resorts
- Internal Campaign Collateral for Walt Disney World® Resort

Graphic Designer • Catalina Marketing  
08/2006–06/2008 • St. Petersburg, FL

- Lead designer for Target brand marketing message campaign
- Design and illustration of sales messaging for retail clients
- Re purpose client work into Catalina templates and specs

Graphic Artist/Illustrator • Dr. Doodle, Inc.  
9/2005–7/2006 • Tampa, FL

- Traditional & digitally painted murals, for commercial clients
- Digital illustration concepts for client pitches & approvals
- Supervised design and production for mural based projects

### FREELANCE

Royal Bobbles  
Atlanta, GA • 04/2019-Present  
• Character design for toys

CHAMPS SPORTS  
Tampa, FL • 06/2018-Present  
• Character design & illustration for branding store decor

Walt Disney World® Int. Newsroom  
Kissimmee, FL • 06/2009-11/2010  
• Character illustrations & storyboards

### EDUCATION

International Academy of Design & Tech.  
Tampa, FL • June 2007  
Associate of Science, Graphic Design

### SKILLS

Illustration • Painting • Design  
Photoshop • Illustrator • InDesign

### AWARDS

Comm Arts Magazine  
Illustration Annual. - 2016/17

### VOLUNTEER

Childrens Dream Center | Tampa FL  
Mentor & Art Educator/Speaker

AIGA | Tampa FL  
Workshop Educator/Speaker

Lad in a Battle | USA  
Character illustrations for child cancer patients.