

Andrew Mundi

Integrated creative strategist and multidiscipline designer — 30+ years leading brand, campaign, and experience work across entertainment, gaming, technology, and global brands. ArtCenter College of Design honors graduate. 82nd Airborne veteran.

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EXPERIENCE

- Founder / Principal** 1996–Present
Mundi Design
Freelance, commissions, and consulting run alongside every staff role — brand, digital, motion, and interactive work. Current: Four Fires Burn — full brand build for a professional band. Strategy, identity, photography, video, website, EPK. Replenishing Love to Heal Trauma — pro bono editorial design for a group therapy program in Ventura County. Earlier clients include Lynda.com, Plaxo, Sonic Blue, Razorfish, and MetaDesign.
- Senior Art Director** 2015–2018
Human Health Organization
Led design across digital products, UI/UX systems, and brand campaigns for a patent-prototyping think tank founded by James Cameron.
- eLearning Art Director** 2010–2014
Guitar Center
Built a reusable content engine (Flash, XML, JavaScript) that grew eLearning production from 3 modules a year to 200+ — at zero cost per seat, no outside vendors, and no added headcount.
- Brand Manager** 2003–2005
Dolby Laboratories
Owned the global Dolby brand: created the marketing toolkit hundreds of licensees worldwide used to stay on-brand, refreshed the iconic logo, and directed 5–10 designers and 5–15 freelancers across print, digital, trade show, and experiential. The system outlived my tenure by fourteen years.
- Senior Designer** 2000–2003
Design One
Integrated brand and interactive work for Charles Schwab, Visa, KMV, and Dolby across broadcast, digital, and print. (Dolby liked it enough to hire me to run their brand.)
- Senior Interface Designer** 1998–2000
Excite@Home
Designed the interface and motion for a broadband set-top box — interactive TV before the category existed. Shown at CES; Microsoft acquired the project to build UltimateTV.
- Interactive Designer** 1998
Online Focus
Designed websites for FedEx, Marriott and its brands, and a range of early dot-com startups.
- Creative Director** 1997–1998
Setka Special Effects
Directed a 15-person team producing video, 3D animation, and effects for entertainment clients — my first creative director role.

Designer / Animator

1995–1997

Sega of America — Sega Technical Institute

Designed and animated on Die Hard Arcade (Saturn); built one of the earliest 3D models of Sonic; supported NFL '97 and prototyped concepts alongside Hirokazu Yasuhara and the STI team.

TEACHING & SPEAKING

Adjunct Faculty

1995–2005

San Francisco State University

Created and taught three levels of Design Principles and Photoshop, plus an award-winning internet curriculum.

Conference Speaker

1997–2005

Seybold, CNET Builders & Industry Events — Boston, San Francisco, New Orleans

Taught design principles, Flash, and Photoshop to rooms of 20–500 at conferences worldwide. Also lectured private classes for Lynda Weinman, before Lynda.com existed.

EDUCATION & SERVICE

BFA in Illustration — Honors

1992–1995

ArtCenter College of Design, Pasadena

Studied figure drawing and anatomy under Burne Hogarth (*Tarzan*; co-founder, School of Visual Arts).

82nd Airborne Division

1986–1990

United States Army, Fort Bragg

Paratrooper, Air Defense Artillery, Medic.

SELECTED CLIENTS

Entertainment / Tech: Sega, Sonic Blue, Plaxo, Lynda.com, K MV · **Consumer / Brand:** FedEx, Marriott, Guitar Center · **Financial:** Visa, Charles Schwab · **Agencies (freelance):** Razorfish, MetaDesign

SKILLS & TOOLS

Adobe Creative Suite (Photoshop, Illustrator, Animate, Premiere Pro, After Effects) · Figma · Final Cut Pro · Pro Tools · HTML5 · CSS3 · JavaScript · jQuery · Python · Unity / C# · Reason