

Andrew Mundi

Creative Director — Brand Systems for Technical Products

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Creative director who builds brand systems that outlast their launch. Owned the global Dolby brand and created the licensee toolkit that governed the mark across packaging, products, film credits, and signage for 14 years after I left. Built Guitar Center's eLearning content engine from 3 modules a year to 200+ with no added headcount. Hires, builds, and leads design teams. Uses AI as a process tool: constraints up front, iteration, and drift control rather than finished-looking first drafts.

Core: Creative Direction · Brand Strategy · Brand Identity Systems · Brand Guidelines & Licensee Toolkits · Team Leadership & Hiring · Packaging & Labels · Trade Show & Experiential · UI/UX · Motion & Video · Copywriting · AI-Assisted Creative Workflows

EXPERIENCE

Founder / Principal | Mundi Design (independent practice) 2025–Present

- Four Fires Burn: full brand build for a professional band, covering strategy, identity system, photography, video, website, and EPK. Used AI to define EPK contents and site requirements, then finished in Figma and Claude Code.
- Pro bono editorial design for a group therapy program in Ventura County.

Career Pause — Family Caregiver | Full-time 2018–2025

Stepped away from staff roles to provide full-time care for a parent through cancer treatment.

Senior Art Director | Human Health Organization 2015–2018

- Led design across digital products, UI/UX systems, and brand campaigns for a patent-prototyping think tank founded by James Cameron.
- Designed packaging and labels for test-market products; delivered production-ready files to the manufacturer in China.
- Took creative through Medical-Legal-Regulatory (MLR) review.

eLearning Art Director | Guitar Center 2010–2014

- Built a reusable content engine (Flash, XML, JavaScript) that grew eLearning production from 3 modules a year to 200+, at zero cost per seat, with no outside vendors and no added headcount.
- Replaced one-off builds with a scalable template system, investing up front while requests kept coming.

Brand Manager | Dolby Laboratories 2003–2005

- Owned the global Dolby brand. Created the marketing toolkit hundreds of licensees worldwide used to stay on-brand, governing the mark on packaging, products, film credits, signage, billboards, merchandise, and production equipment. The system outlived my tenure by 14 years.
- Refreshed the Dolby logo. Directed 5–10 designers and 5–15 freelancers across print, digital, trade show, and experiential.
- Led trade show launches and booth design; directed image-library photo shoots for marketing and brand teams.

Senior Designer | Design One 2000–2003

- Integrated brand, interactive, and point-of-purchase work for Charles Schwab, Wells Fargo, Visa, KMV, and Dolby across broadcast, digital, and print. Dolby liked the work enough to hire me to run its brand.

EARLIER CAREER

- Senior Interface Designer, Excite@Home — interface and motion for a broadband interactive-TV set-top box; shown at CES, project acquired by Microsoft to build UltimateTV.
- Interactive Designer, Online Focus — websites for FedEx, Marriott and its brands, and early dot-com startups.
- Creative Director, Setka Special Effects — directed a 15-person team producing video, 3D animation, and effects for entertainment clients.
- Designer / Animator, Sega of America (Sega Technical Institute) — Die Hard Arcade (Kiosk); built one of the earliest 3D models of Sonic.
- Freelance clients: Lynda.com, Plaxo, Sonic Blue, Razorfish, MetaDesign.

TEACHING & SPEAKING

Adjunct Faculty, San Francisco State University — 10 years teaching design principles and Photoshop (three levels each); ran a mentorship program.

Conference Speaker — Seybold, CNET Builders, and industry events; taught rooms of 20–500.

EDUCATION & SERVICE

BFA, Illustration (Honors) | ArtCenter College of Design, Pasadena

U.S. Army, 82nd Airborne Division | Paratrooper, Air Defense Artillery, Medic

TOOLS

Photoshop · Illustrator · After Effects · Premiere Pro · Animate · Figma · Keynote · PowerPoint · Final Cut Pro · Pro Tools · Claude Code · HTML / CSS / JavaScript · Python · Unity / C#