

MANDEL LUM

MOTION DESIGNER + ART DIRECTOR

Highly creative and skilled art director and artist.
13 years experience designing for various mediums.
Strong attention to detail and a passion for industry trends and emerging technologies.

Visit www.mandellum.com to watch the demo reel and view samples of professional and personal work.

CONNECT

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- 📍 Los Angeles, CA

PROFESSIONAL EXPERIENCE

Motion Designer + Art Director

🏢 Rabcup Corp. 📍 Los Angeles, CA 📅 Oct 2018 - Current

Motion graphics designer for a number of projects, with recent professional growth as an art director:

- Created thrilling visual experiences like the July 4th water projection in Irving, Texas, resulting in winning Rabcup a multi-year contract to provide visuals for their Independence Day celebrations.
- Briefed artistic vision with vendors, and worked with clients like Amazon, Deloitte, Caterpillar, and Empire Records, among others.
- Developed concepts and executed art direction for multiple interactive and gaming experiences, including concept art, level design, and UI design.
- Hands-on work, such as creating moodboards, storyboards, concept art, UI flows, and final production art and video content for various devices and layouts.
- Skills involved include: 2D/3D motion graphic design, 3D modeling, art direction, storyboards and mood boards, mockup creation, concept presentation, client communications

Contract Motion Designer (via Robert Half)

🏢 Various 📍 Los Angeles, CA 📅 Jan 2017 - Dec 2019

Contracted with several clients on various projects, for example:

- At NBC Universal, designed lower thirds and internal videos to promote properties such as Dune and Keeping Up With The Kardashians, in line with existing brand guidelines.
- At Steelhead, a subsidiary of Deutsch, produced a modular animated typeface for Volkswagen that was used in TV ads for the 2020 VW Jetta.
- Also at Steelhead, mocked up animatics for a Dr. Pepper ad campaign.
- At Sapient Razorfish, created and delivered promotional video content for the Samsung Galaxy line of phones, destined for in-store kiosks and displays at Best Buy locations nationwide.
- Skills involved include: 2D/3D motion graphic design, kinetic typography, illustration and photo manipulation, animatics and mockups

Motion Designer (via Creative Circle)

🏢 Various 📍 Stamford, CT 📅 Jan 2015 - Oct 2016

Contracted mainly with NBC Sports Connecticut:

- Worked closely with editors and sound designers to create custom 2D/3D animations, typography, and VFX for sports promo content.
- Updated motion graphic assets for a wide variety of programming and sports events, including The 2016 Rio Olympics, Superbowl XLIX, The Kentucky Derby, NASCAR Sprint Cup, and The NHL Stanley Cup.
- Collaborated with other designers and the head of promotions to come up with new looks and concepts for seasonal brand refreshes.
- Presented new concepts and visual ideas to my team for critique.
- Supported younger designers in the team by giving feedback and advice.
- Skills involved include: 2D/3D motion graphic design, visual effects, templating, kinetic typography, illustration and photo manipulation, animatics and mockups

PERSONAL PROJECTS

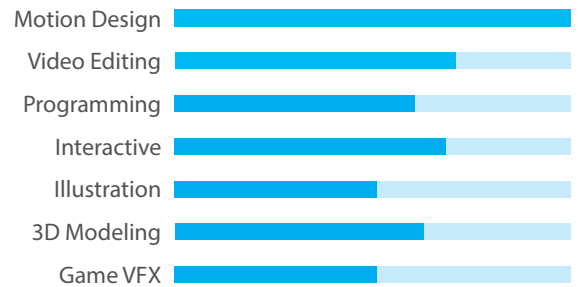
No More Please

📅 2023 🔗 mandellum.com/nomoreplease

Video game art installation with custom-built arcade controller where the player interacts with a digital avatar by launching various objects in a virtual space.

- Designed physics-based gameplay in Unity.
- Controller built with Arduino, focused on having a minimal learning curve.

CREATIVE SKILLS



TECHNICAL SKILLS



VOLUNTEERISM

2017 - 2019

Volunteered at Inner City Arts LA as a teaching aide for high school-level animation and digital illustration classes.

2023 - 2024

Presented personal artwork at Los Angeles Maker Faire events for enthusiastic school kids and their families.

EDUCATION

2004 - 2008

University of California at Los Angeles, Los Angeles, CA
B.A., Business Economics

References are available upon request