

Barry Munsterteiger

Creative Instigator

Provoke, Collaborate, Motivate, Craft. Experience Matters, it shapes the emotional, intellectual and physical connections with companies, the company culture, and mission. Over a billion people have experienced my work through Apple and Mozilla projects.

I merge multidisciplinary creative and critical thinking with technology. Focused on shaping and executing The Experience with concentration on what it means to the success of products, events, organizations, and the millions of users that engage.

My corporate and agency career has been shaped by the method actor approach with every role I have held in every institution. The method actor approach is driven by reflecting truth, both internal truth (or belief) and physical truth. This is achieved by both a cognitive and emotional connection to the role. Having the perspective of "the outside looking in" as well as the "inside looking out" is critical to successfully being the embodiment of the intended character. Being fully immersed into any situation and every project provides the best solution possible rather than re-purposing historic approaches.

I provide exploration and application of visual and design technology, creative solutions and unique insight, through design, environment, technology, multimedia, and video.

Experience

Instigate Creative Chief Instigative Officer San Francisco, CA 12/1992 – Present	Mozilla Creative Instigator Mountain View, CA 10/2011 – 9/2016	Bonfire Labs - Agency Creative Director San Francisco, CA 11/2009 – 7/2011	Apple Inc. Creative Director - WebKit Cupertino, CA 11/2006 – 11/2009
Freelance consulting, creation, and execution of film and video, presentation design scripting and coaching, UX/UI design, and marketing strategy development. Clients: Ducati, Dainese, Skully Systems, Red Bull, Club Sportiva, Wells Fargo, AVG Technologies, Leap Frog, Mercedes, Make Magazine, Microsoft, Winter Fresh	Strategic and tactical creative internal consultant for Firefox OS, Internet of Things, mobile browsing on Firefox for iOS and Android, HTML5 gaming, VR, Open Web Apps, as well as trade show experience and design. Ensuring brand experience consistency across all initiatives and products. Mobile World Congress, GDC, View Source, Mozilla Festival	Creative Director & lead designer for interactive & video projects for Apple, Sony, Google & Yahoo. HTML5 design lead on initiatives and experiments that related to major product releases for client projects. Motion graphics design and concept development. Projects of note: Apple iAd, Sony Xperia, Sony Playstation, Sun Microsystems	Creative Direction and design lead for all HTML and CSS research for WebKit's rich media team. Conceptual development and design demonstrating technologies in development. Cross organization collaboration and evangelism. iTunes Extras & LPs, TuneKit Media Library, iPhone iOS SDK, Safari on iOS and Desktop.
Apple Inc. Motion Graphic Technical Director Cupertino, CA 4/2002 – 3/2006	SBI and Co. - Agency Senior Media Technologist San Francisco, CA 4/2001 – 4/2002	marchFIRST - Agency Senior Media Technologist San Francisco, CA 9/2000 – 4/2001	CyberSet Technologies Creative Director Cincinnati, OH 8/1999 – 6/2000
Creative and technical lead for interactive media, motion graphics and animation. Designed and implemented entire production pipeline.	High end flash design, execution, coding and architecture. Creation of 3D/2D motion graphics and images. Clients: Adidas, Dockers, ICON Fitness, Infinity, Mattel, Microsoft Xbox, and Samsung Electronics.	High end flash design, execution, coding and architecture. Creation of 3D/2D motion graphics and images. Clients: Adidas, Apple Inc, Dentsu, Mattel, Netflix, Pixar, and San Francisco Film Society	Creative and art direction, 3D modeling, computer animation, internal system networking, high end flash and web development. Invited and joined the Macromedia Flash Advisory Board based on project work done here.
Caporale Studios - Agency Director of Post Production Cincinnati, OH 8/1998 – 8/1999	Tritium Network Senior Design Manager Cincinnati, OH 6/1996 – 8/1998	Ark Studios - Agency Director of New Media Boston, MA 9/1997 – 12/1997	Procter & Gamble Industrial Designer Cincinnati, OH 9/1995 – 9/1997
Art direction for television and film production, 3D animation, website design, sound engineering, execution & creative content generation for all aspects of entertainment and advertising, project and client management.	Creation of graphical solutions for print, billboard, promotional and web content. Creation of interactive and static material for proprietary web content application.	Creative director for all visual media, coordination of designers and programmers, and provided market research in relationship to web trends. Clients: Avid Technologies, Boston Museum of Fine Arts	Design, execution, and management of packaging and product development using proprietary 3D modeling software. Projects of note: Tide, Dawn, Downy, Crest, Folgers, Scope, Mr. Clean, Swiffer, Oil of Olay

Speaking

Google Creative Sandbox 2011 New York and San Francisco Designer/Developer relationship when building rich media experiences with web technologies for the advertising industry.

MaGIC Academy 2015 Cyberjaya, Malaysia
Invited guest lecturer on critical and creative thinking for tech entrepreneurs. MaGIC is a government incubation program.

Patents

Media State Synchronization Across Multiple Devices - October 4, 2012 - USPTO- #20090259711

Interactive Menu Elements In a Virtual Three-Dimensional Space - August 20, 2015 - USPTO #20150234568

Education

University of Cincinnati DAAP 1992 to 1998
Cincinnati, OH
Industrial Design, Graphic Design, and Architecture

St. John's Preparatory School 1988 to 1992
Danvers, MA
College preparatory and advanced placement

Specialties

creative direction, critical thinking, conceptual development, problem solving, visual interface development, user experience, motion graphics, video editing, compositing, 3D modeling and animation.

Interests

photography, motorcycles, whisky and scotch, automotive, illustration, film, snowboarding, videography, guitar, music