NELIA MULLER

Brand & Visual Designer — Campaigns, Illustration, Print
831-600-5384 · neliamuller@gmail.com · Portfolio available upon request

Award-winning Brand & Visual Designer with 26 years across identity systems, campaigns, social content, illustration/iconography, presentations, events, and print production. I build cohesive, high-velocity asset libraries that travel across web, blog, decks, events, and merch—grounded in sharp typography, disciplined file hygiene, and color-accurate exports. AI-first mindset (Photoshop Generative, Midjourney/Krea, ChatGPT) to ideate faster without sacrificing craft. Calm, autonomous, and impact-driven; no task above or beneath me.

CORE STRENGTHS

- Brand systems & guidelines · Campaign toolkits · Presentation storytelling (decks)
- Social/blog visuals · Product-education illustrations (non-UI) · Iconography
- Event collateral: one-pagers, booth graphics, promos · Company merch & packaging
- Infographics & data storytelling · Accessibility-minded contrast & typography
- Press/Web-ready exports · CMYK/Pantone/ICC · Bleeds/trim, dielines, proofs
- Rapid iteration · Clear rationale · Cross-functional alignment (Growth/Video/Ops)

TOOLS

Adobe Photoshop · Illustrator · InDesign · Figma/XD (layout collaboration & handoff) · Canva · Google Workspace · Jira/Confluence · AI ideation: Photoshop Generative, Midjourney, Krea, ChatGPT

EXPERIENCE (2023—PRESENT)

- Designed high-impact static assets for socials, blog posts, and decks; created style tiles and content systems to keep output fast and consistent.
- Developed illustrations and graphics for marketing sites and product education (non-UI), including icon sets and technical diagrams.
- Built event collateral: one-pagers, booth backdrops, takeaways, and promo kits; coordinated with printers for color-accurate delivery.
- Concepted company merch and packaging aligned to brand voice; produced press-ready dielines and proofs.
- Maintained brand consistency while pushing creative boundaries; presented rationale and implemented feedback on tight timelines.

Senior Design Lead / Associate Creative Director — Expedia Group | 2011—2022

- Led global campaign design and brand system governance across digital & print; shipped multi-market
- toolkits and localization-ready assets.
- Partnered with marketing, production, and events to deliver presentation narratives, conference collateral, and consistent asset pipelines.

Senior Designer / Creative Lead — Ogilvy & Mather; Draftfcb (FCB) — Johannesburg | 1998—2010

- Delivered award-winning branding and integrated campaigns for blue-chip clients across print and digital.
- Built scalable guidelines, illustration/icon systems, and production workflows with reliable color and craft.

EDUCATION & CERTIFICATIONS

B.A. Graphic Design — Technikon Pretoria

AWARDS & RECOGNITION — BRANDING DESIGN

- Loerie Awards — Branding Design: Bronze & Finalist
- Sappi International Print of the Year — Gold
- Papersmith Paperhouse — Winner

PRESS

The New York Times; Dwell Magazine (selected features)