

Experience

Chief Creative Officer | 2023 - now
UNWIDERSTEHLLICH, Barcelona & Zurich

Co-Founder & Chief Creative Officer | 2020 - now
MANUfuckTURA, Zurich

Head of MBCS | 2021 - 2023
IPG Mediabrands, Hamburg

Head of Design | 2019 - 2021
Festina Group, Barcelona

Creative Art Director | 2017 - 2019
Ideas Agitadas, Barcelona

Senior Art Director | 2017
Tribal Worldwide, São Paulo

Art Director | 2015 - 2017
All Set, São Paulo

Art Director Assistant | 2015
Ogilvy, Buenos Aires & São Paulo

Creataive Intern | 2014
Furia World, Buenos Aires

Creataive Strategist | 2011 - 2013
TBWA\Switzerland, Zurich

Digital Strategist | 2010 - 2011
Publicis Media, Zurich

Sabbatical | 2009 - 2010
Travelling from South East Asia to Canada

Mediaplanner | 2004 - 2009
Initiative Media, Zurich

Business Management Trainee Advertising | 2001 - 2004
Werbe&Verlags AG, Zurich

Education

Postgraduate Diploma in Art Therapy | 2023 - now
Metafora, Barcelona

Master Art Direction | 2013 - 2015
Miami Ad School, Miami

Planning Bootcamp | 2012
Miami Ad School, Miami

Executive in Communication | 2005 - 2007
SAWI, Zurich

BBA Business Administration | 2001 - 2004
KV Zurich Business School, Zurich

Programms

Adobe Suite: Photoshop, Illustrator, InDesign, Premiere, After Effects, Lightroom

Windows Suite: Excel, PowerPoint, Word

iOS Suite: Keynote, Pages, Notes

Webdesign Front End: WordPress, Squarespace

Languages

German native

Spanish native

Catalan beginner

English professional

French professional

Portuguese professional

Recognitions & Publications

Design Preis Schweiz | 2023, Product Design Nominee

NZZ Bellevue | 2023, Kreative Köpfe

Cannes Lion | 2016, Shortlist 6 categories

Clio Health | 2016, Silver

Wave Festival Rio | 2016, Gold & Silver

El Ojo de Iberoamérica | 2016, Silver & Bronze

El Ojo de Iberoamérica | 2014, Shortlist

New Graphis Talent | 2014, Silver Photography

Art Basel, Miami | 2014, Photography Exhibit

Werbewoche, Kopf der Woche | 2014, Werbewoche

Young Creatives | 2012, 2x Gold, Poster & Direct

Media Talent Award | 2007, Gold



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Hello, my name is Susana González Müller. I am Swiss, Spanish living in Barcelona.

I foster inspiration and promote a healthy creative atmosphere within the team, building the necessary trust to best communicate, pitch, and collaborate with partners. My goal is simple: create work that has meaning and purpose, that connects with people, breaks social barriers and delivers results. Strong background leading within agency and client. 360 experience of designing, creative direction and supervision. Strong relationship skills. Passionate about leading and mentoring. Hands-on approach, can-do attitude and ready to roll-up my sleeves. Very high standards and an eye for detail.

Ensuring the highest level of quality, creativity and enjoyment!