

PRINT FOLIO



Susana González Müller
Creative Director + Entrepreneur

*I contribute with a combination of **Business + Design Thinking** in a moment of permanent change. As a **passionate** director and a maker I create soulful bodies of work that uncover **cultural magic and beauty**. **Creating strategically is my superpower**. While meeting the objective, I seek to transform, innovate and inspire. My **global** experience and multi-cultured **sensibilities** bring a uniquely fresh perspective to every project and creation I contribute and work hands on.*

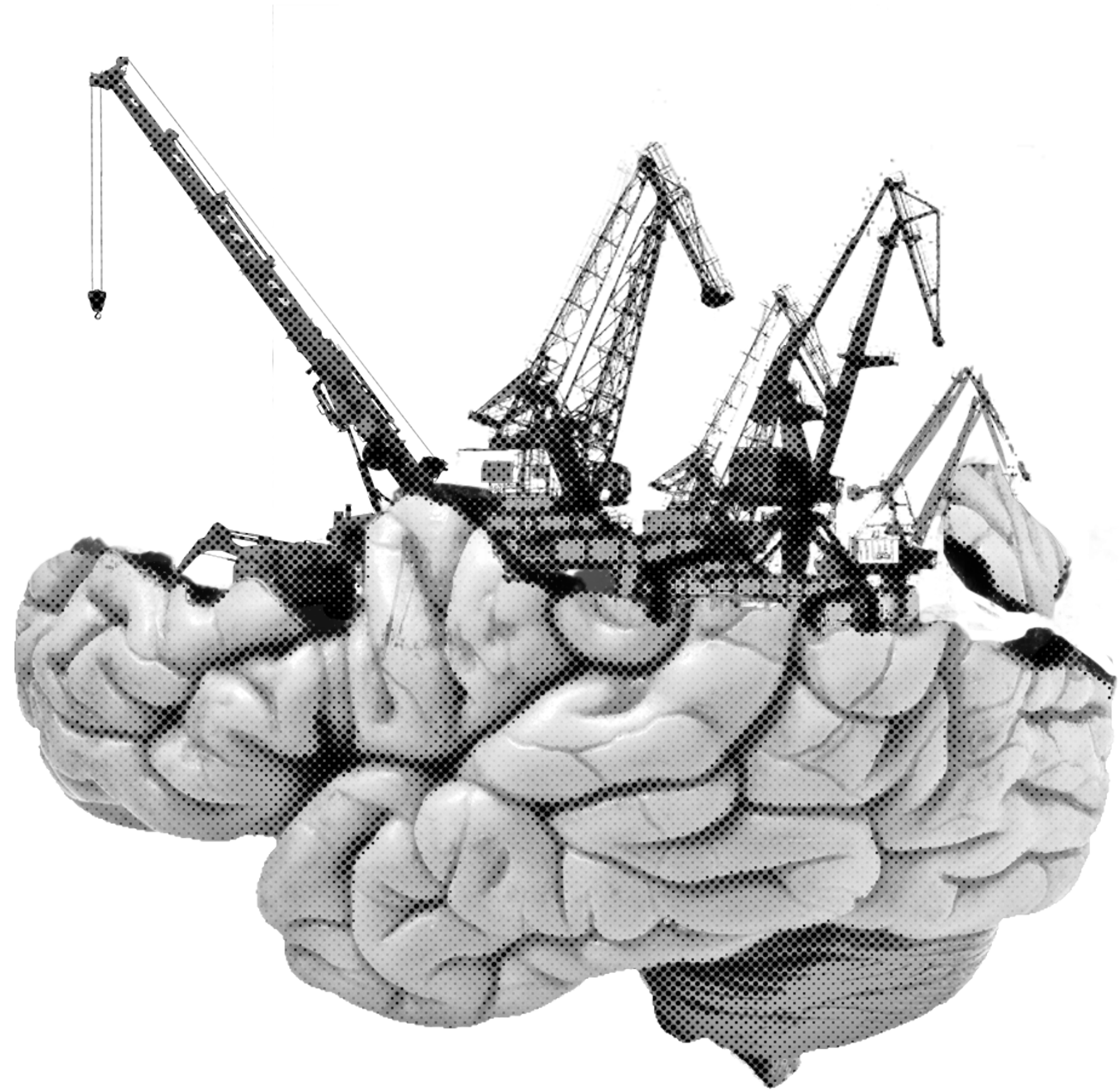
Offering the following services:

- _Smart brand messaging and attractive (audio)visuals
- _Unique Aesthetically Design
- _Strategic Creative Workshops
- _Creative Consulting
- _Entrepreneur Thinking
- _Inclusive Design
- _Creative Framework for Brand Building and Creation

Through Podcasting, music clips and Entrepreneurship I love to express my global vision about healing, growing & glowing. Happiest with good company, music, shoes, anything shiny, vegan lipstick and the beach.

Susana
González
Müller

Entrepreneurship, Brand Creation & Creative Strategy



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MANUfuckTURA

MANUfuckTURA

When: 2020
Brand: MANUfuckTURA
Work: Entrepreneurship, Creative Direction, Brand Creation



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Brand Creation

- _Logo Creation
- _Branding
- _Webshop
- _Packaging
- _Social Media

MANUfuckTURA is a unique Swiss Sex Toy Brand that creates inclusive, with the highest quality and love. From the creation to the final touch, only ecological and plastic-free materials are used.



MANU TURA
fuck

ÜN DUN DA LA NATÜRA
manufucktura.com

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISC-
ING ELIT. SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT
UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT
WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI
TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT
ALIQUP EX ER COMMODD CONSEQUAT. DUIS AUTEM VEL
EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT

SALT

Cervanttis

BigNoodleTitling

Cervanttis

BigNoodleTitling

SchriftenBildwelt

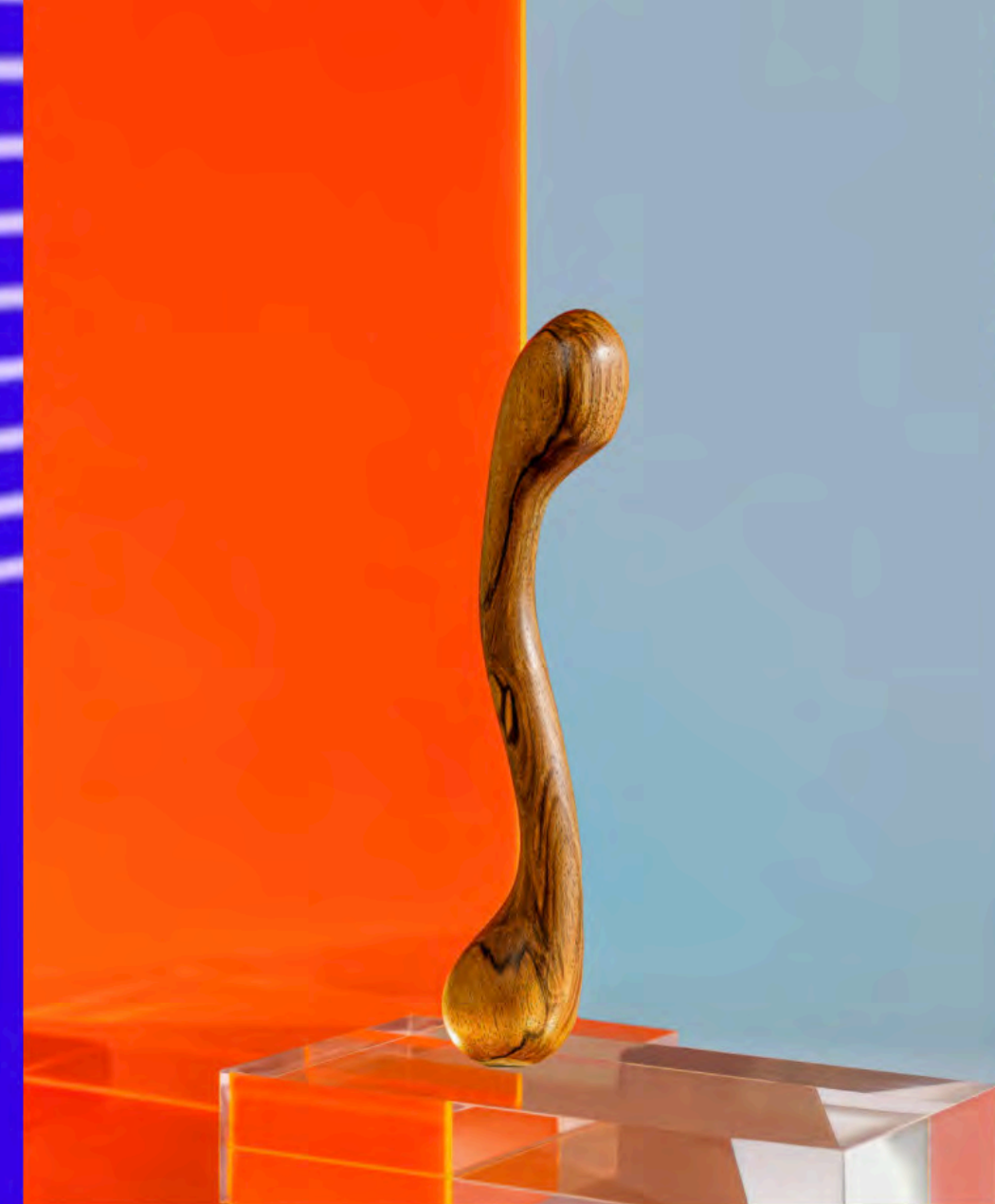
MANU TURA
fuck

MANU TURA
fuck

1

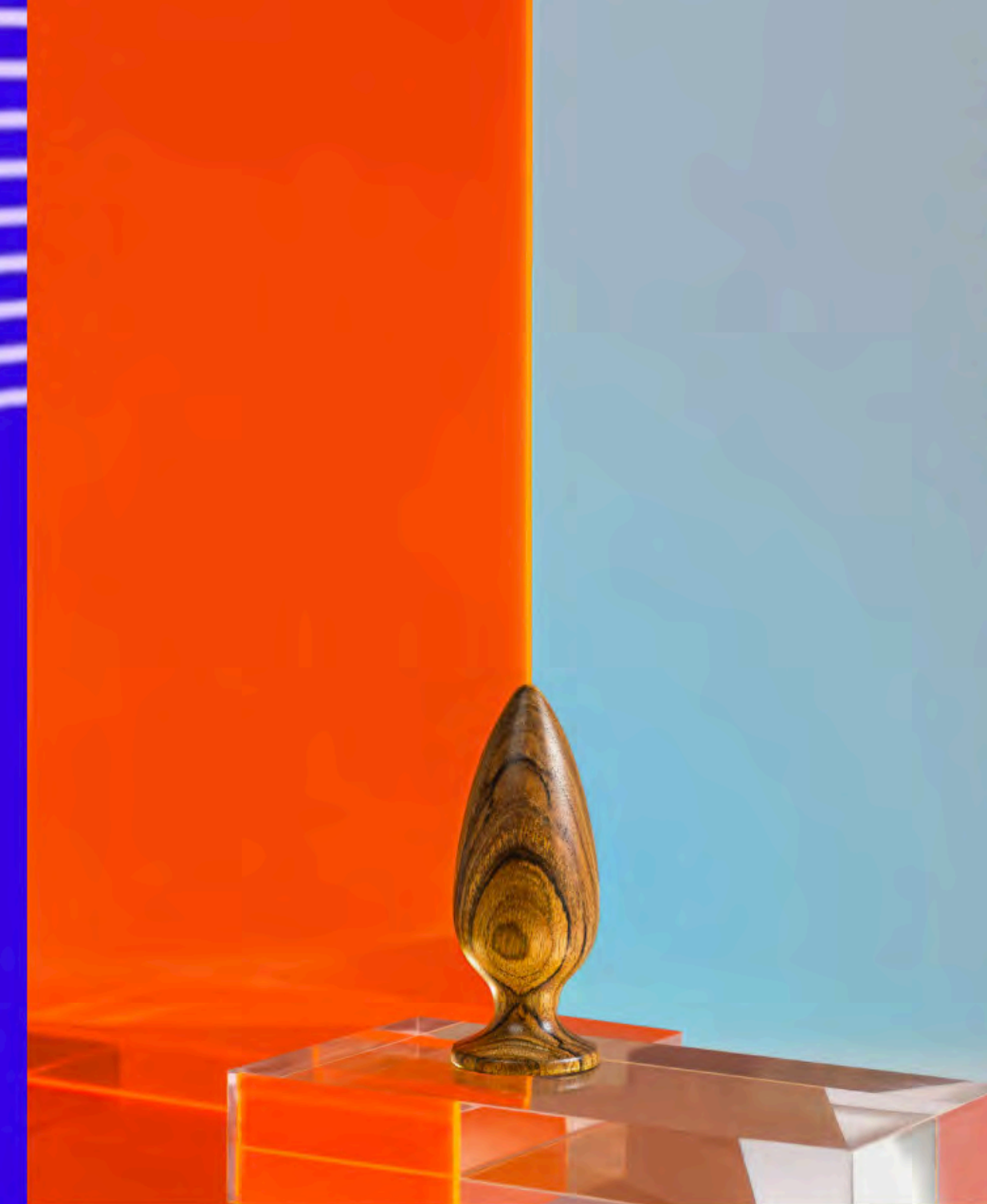


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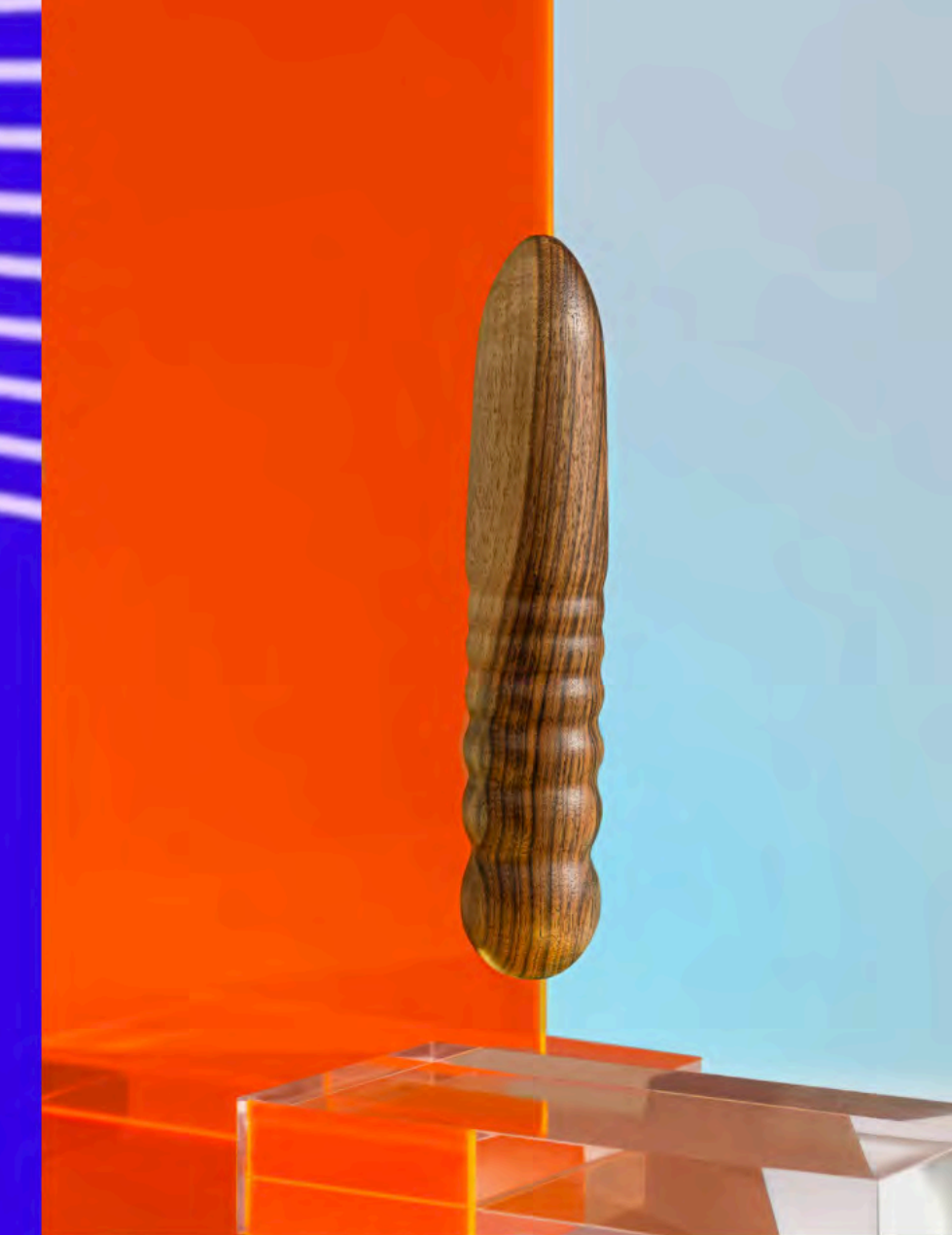
CHF359.00

Vallader



from CHF169.00

Putèr



CHF259.00

Sursilvan

manufucktura.com/shop

Creative Direction

The brand from the Swiss Alps is sold worldwide and stands out due to its unique Design. Not only the product, but the whole experience is designed through carefully.

The packaging is inspired by the Sacralchakra (energy center for sexuality, creativity and lust for life) and the high-quality box has the logo written in Braille. The towel is designed inspired by the Grafitis, which are traditional decoration of the old houses in Engadin (a region of the Swiss Alps).

The names of the different toys come from the various idioms that are spoken in Romansh. (A language spoken in Switzerland)



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PODCASTING & CONTENT CREATION

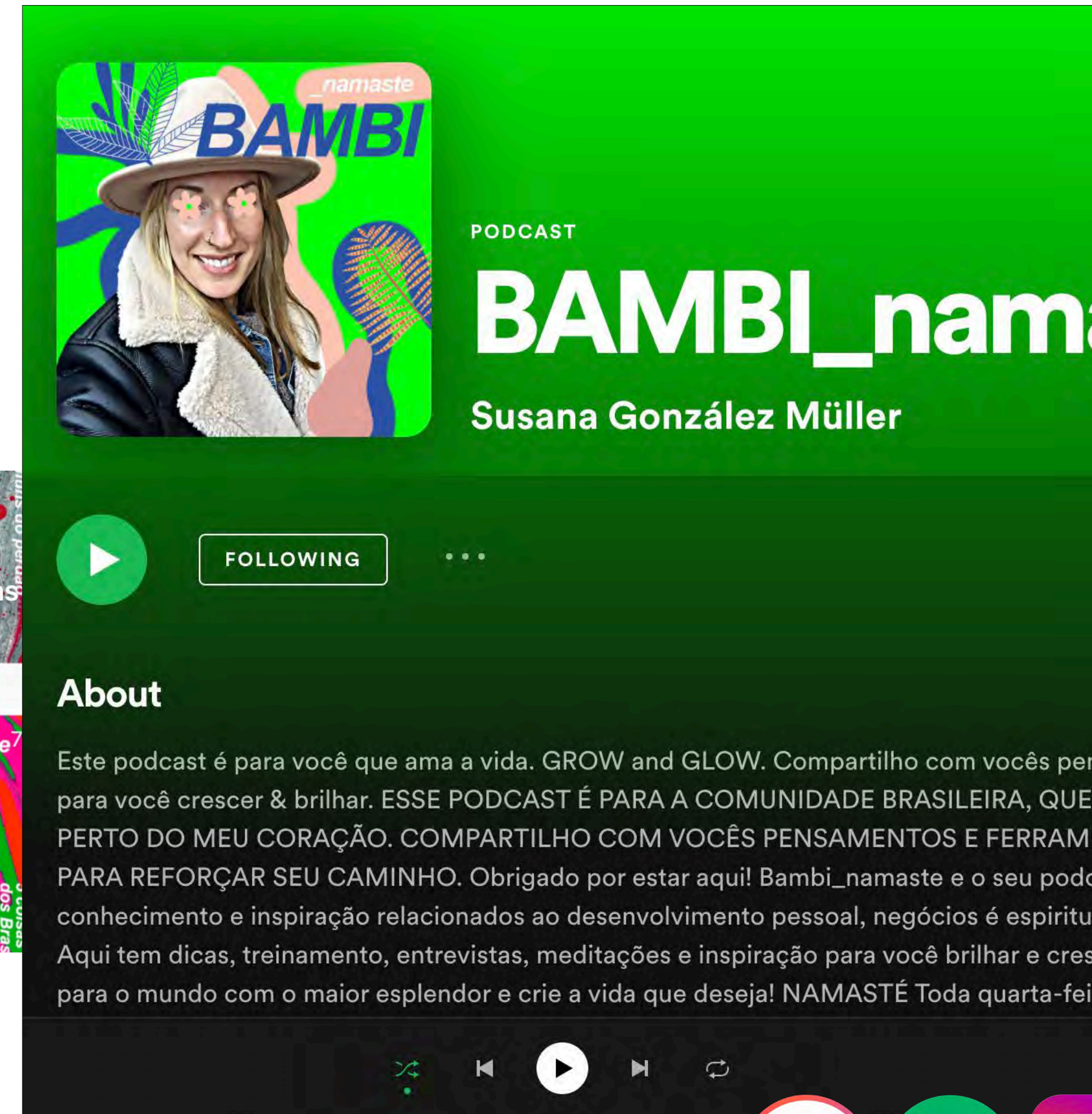
Bambi_namaste

A **PODCAST** WITH HANDS ON APPROACH BAMBI_NAMASTE

For the Brazilian community, which is so close to my heart. I share thoughts, trainings and input that helped me on my path. This podcast is for everyone who loves life and wants to GROW & GLOW.



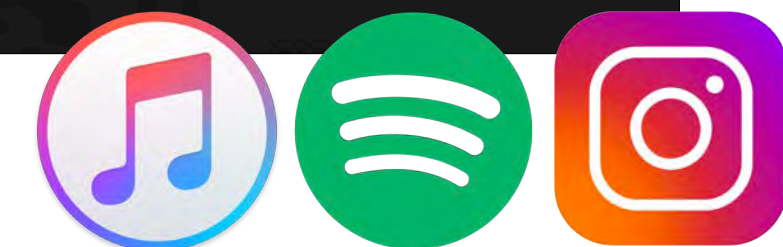
When: 2020
For: Brazilian Audience
Brand: Bambi_Namaste
Work on: Content Creation and Creative Direction



http://www.susanagonzalezmuller.com/bambi_namaste

<https://open.spotify.com/show/2glJSrSEeL7BWAqdl40BID?si=606f4a68bd954f6b>

<https://podcasts.apple.com/es/podcast/bambi-namaste/id1513923896?l=en>



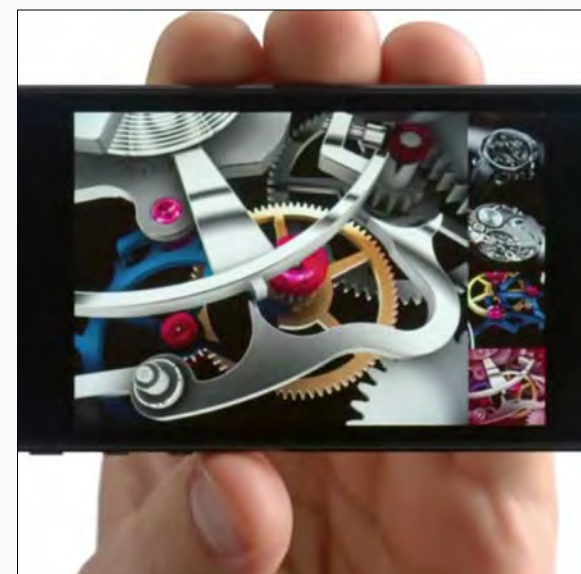
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STRATEGY

Apple

Two iPhone 5 ads called "Discover" and "Brilliant" that show off features like Apple Maps 3D Flyover feature, Garage Band for iOS, Yelp, Hue light bulbs, Cards, and much more.

The spots start out with a slew of quickly flashing descriptive words, landing on a final one just before jumping into a quick app demo. And they repeat this a couple of times to an upbeat soundtrack.



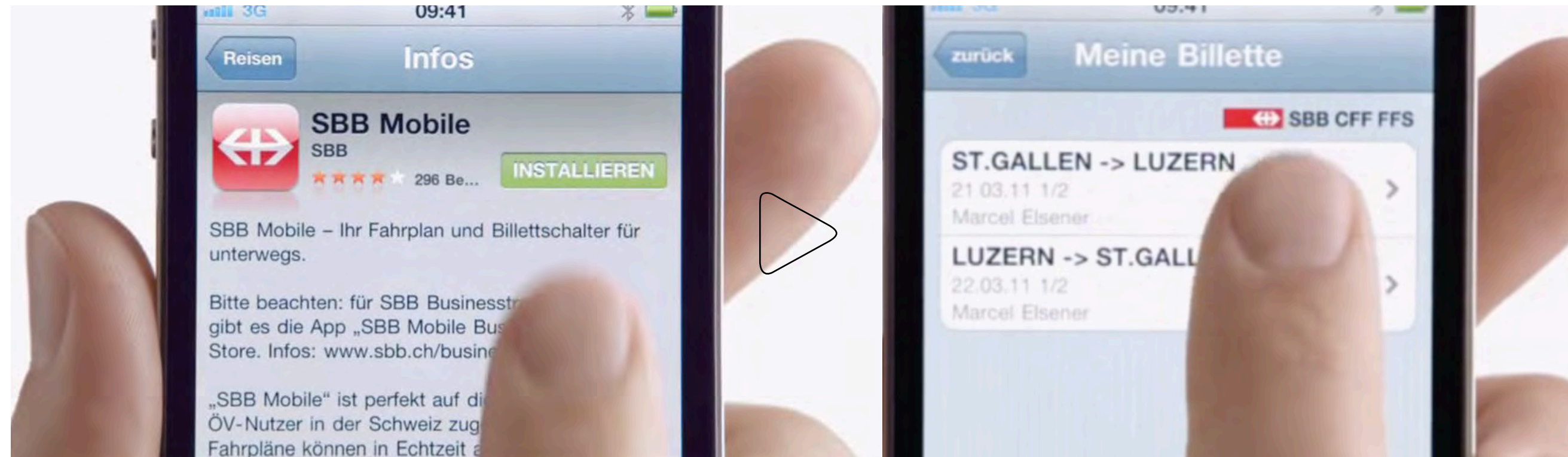
<https://www.youtube.com/watch?v=P8C3UAW03bg>

When: 2013
For: TBWA\ Media Arts Lab, Zurich, L.A.
Brand: Apple
Work on: Strategic lead for Switzerland (DE, FR, IT)

spiel

"If you don't have an iPhone, well "

So you don't have the world's largest selection of apps that are this easy to find and this easy to download right to your phone," says the voiceover on one ad as it demonstrates the process of downloading and using the SBB (Swiss Railway Stations) app. It also promotes the Coop@home, the Swiss Post and the Rega apps. The other two commercials similarly explain the iPod and iBooks.



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Art | Creative Direction



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IBCC - Behind the t-shirt

Behind the t-shirt

When: 2015

For: Ogilvy São Paulo

Work: Idea, Art Direction, Production

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Behind the t-shirt for IBCC

The idea for this campaign was to create something very special for IBCC's 20th anniversary.

This is what breast cancer looks like

By flipping the typical celebrity nude shooting and having a breast cancer survivor who underwent a mastectomy herself, undress in front of the celebrity, we managed to capture on film something pure and special, connecting us all a little better to the true physical and psychological impact of the disease.

What is your reaction to breast cancer?



11

https://www.youtube.com/watch?time_continue=53&v=FHGyOpsDF-s



Flávio Cantos' reaction after hearing the story of someone, who has beaten breast cancer

CLIO
HEALTHCARE



WAVE
FESTIVAL
N RO

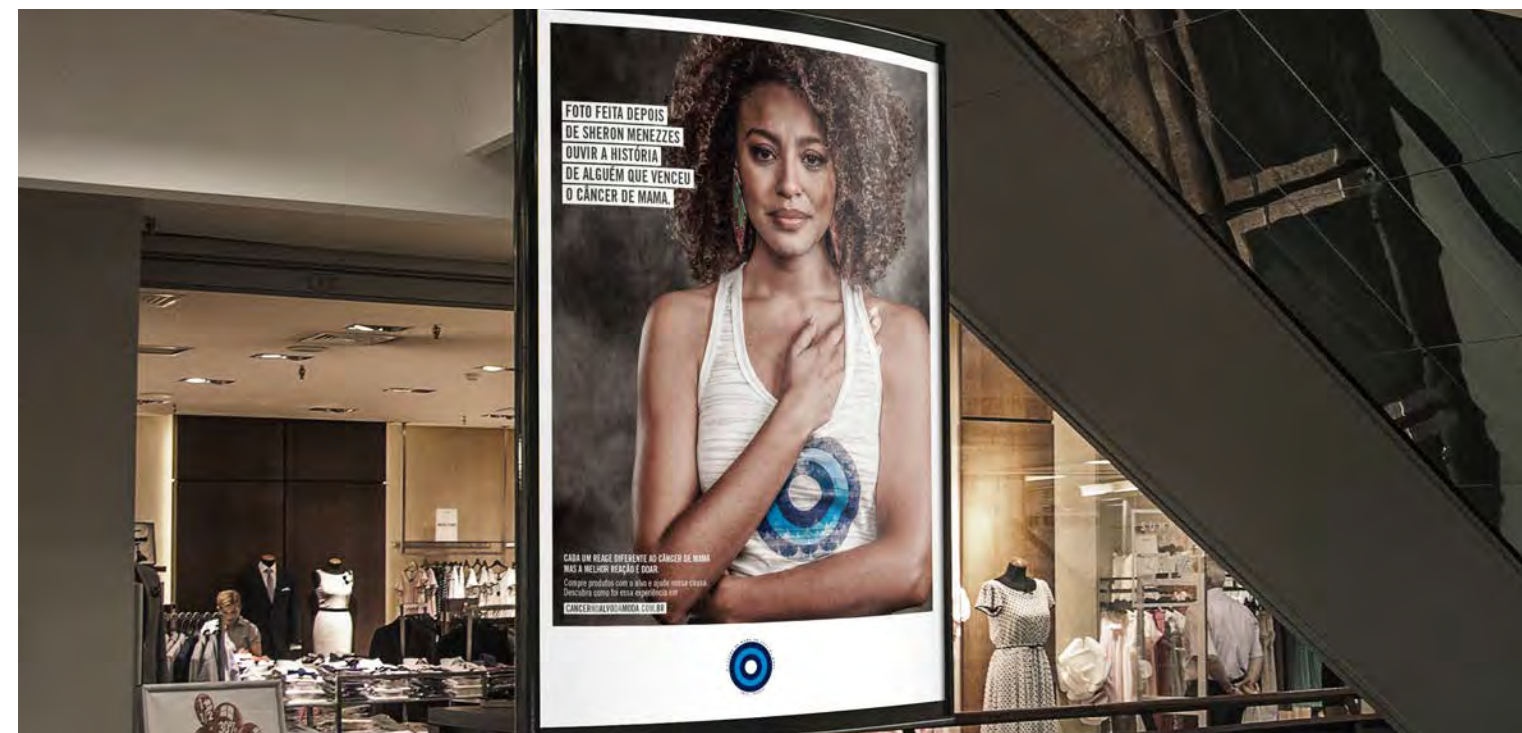


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PRINTS

Prints which go beyond selling the traditional "I support the cause" t-shirts. Brazilian Celebrities' real reaction to breast cancer.

The new photos became our campaign. The experience got nationwide attention. And once again people supported the fight against breast cancer. With a 200% increase in t-shirts being sold.



Sheron Menezes' reaction after hearing the story of someone, who has beaten breast cancer



Vanessa Gerbelli & Miá Mellos' reaction after hearing the story of someone, who has beaten breast cancer



CLIO
HEALTHCARE



WAVE
FESTIVAL
IN RIO

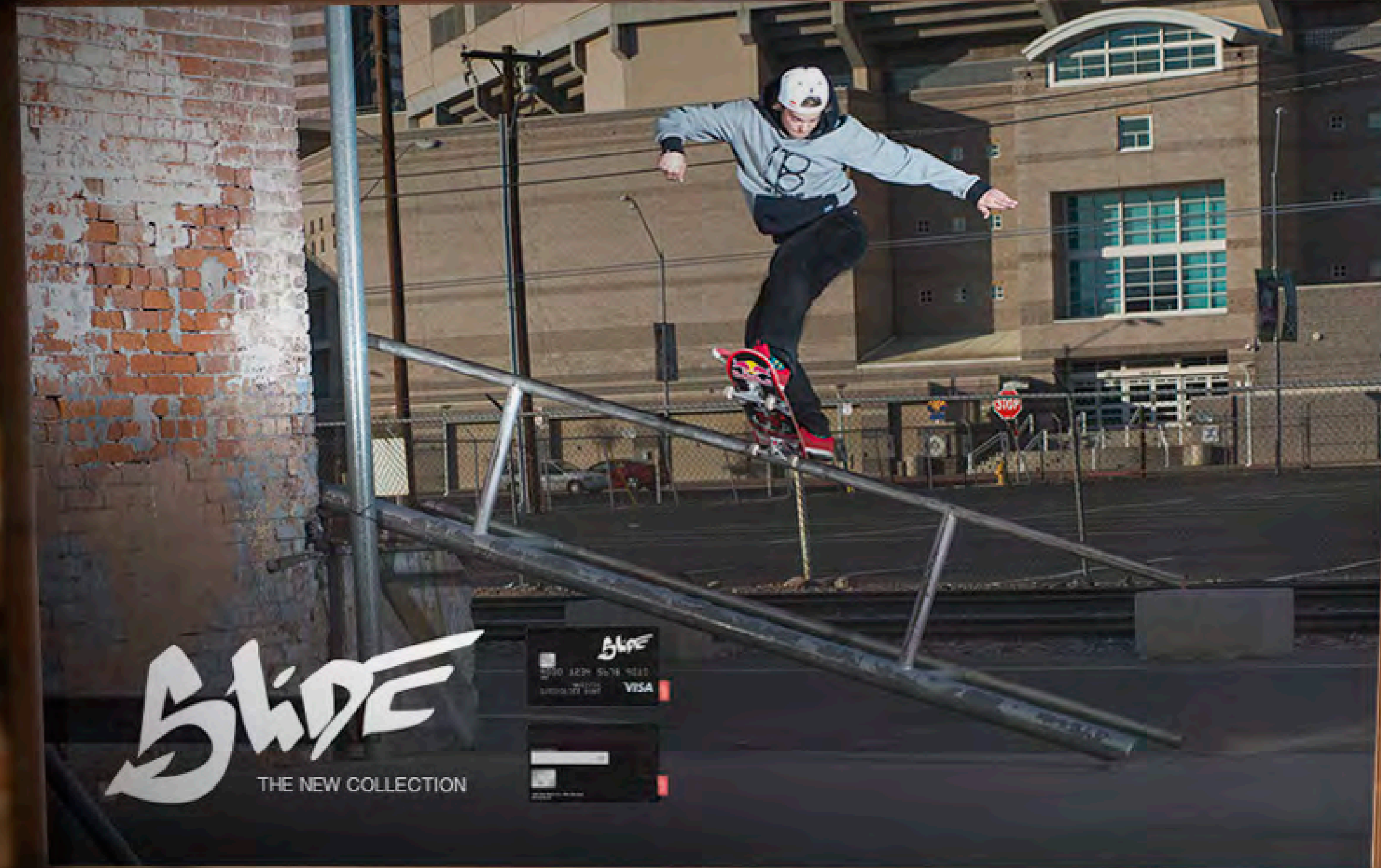


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Visa - Slide, the new collection

Slide, the new collection

When: 2015
For: Furia, Buenos Aires
Brand: Visa
Work: Idea, Art Direction, Logo Design



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Visa wanted a card with a new design, that makes the card (holder) cooler.

We created *Visa Slide*. A cooperation between Visa and Levi's.

The SLIDE card was covered with Levi's jeans fabric and only available within the **new Lewi's Stores in Buenos Aires**.

Using Skateboarders as the cool kids to bring off the message, the cards were presented exclusively within the Levi's stores.

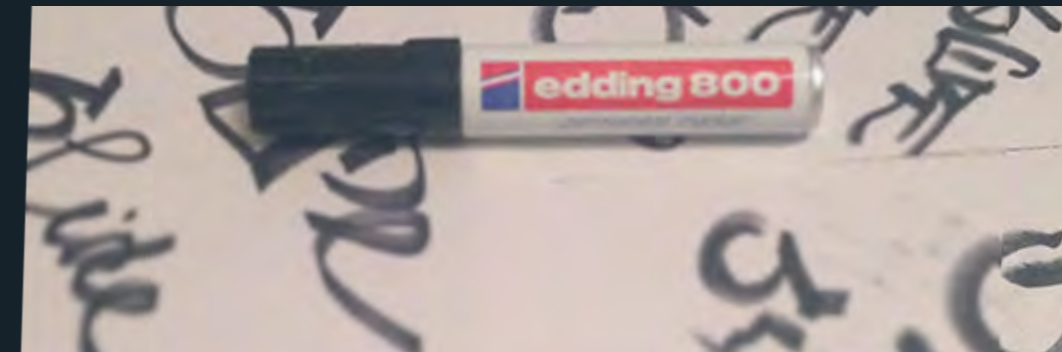
The cards were available in the 3 most common Lewi's versions, while advertising them on TV, Outdoor and Instore.



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LOGO HANDLETTER

SLIDE



<https://www.youtube.com/watch?v=J06SOKTvwFg>



I put my jeans on, my board and a set of wheels
and you wouldn't believe how it makes me feel.
When the wind blows through my hair, everything's all right. I jump, I TAKE THE SLIDE
I forget the pain, shame, yesterday; the fight.
you are the few, the unshaken, the proud. Skateboarders proclaim it loud



Susana González Müller

Super Bowl Spot

Super Bowl commercial

ADID AND
MHNALL
N TAKE THE
CT WINTER
K IN THE
ON'S MOST
TIC LOOKS

photographed by MERT ALAS AND
FARCUS PIGGOTT

When: 2014
For: Miami Ad School
Brand: Vaper Zone
Work on: Art Direction, Production

werbewoche
ZEITUNG FÜR MARKETING, WERBUNG & MEDIEN
WWW.WERBEWOCH.CH

03 21.02.2014

Super
Drei Studenten der Miami Ad School haben in einem Pitch die Chance gewonnen, für den legendären Werbelock rund um den Super Bowl einen Spot zu kreieren. Im Team war auch die Zürcherin Susana González Müller.

FORMAT AR MIDI 24 PACKEND!

tpg pub
Ideen auf Achse
www.tpgpub.ch

werbewoche 21.02.

ZUR SACHE: HOFFEN UND MALZ VERLOREN

04 Top 1
Zürcherin gewinnt Superbowl

08 Die Kampagne-Von uns, Von hier... stellt Eigenkannnen der Mägen in den Mittelpunkt. Jung von Matt kommt als Einziger mit nur zwei TV-Spots rein.

09 Die New Light hat für das Energieunternehmen W8 ein neues Corporate Design und einen neuen Claim entwickelt.

10 AXA macht weiter in Sachen Weltpolitik.

11 Erdbeerpanzer präsentiert ein selbstbewusstes Markenimage für PB Soda. Tools und Services liefert die neue Herbolde von Sansung Spieltrieb gegeneinander anstern.

12 Die Hochschule Luzern schreibt dieses Jahr zum ersten Mal den CAS (International Marketing and Communication) aus. Wie zwingt, wenn es denn geht.

14 Die VZ2 auf Modkurs.

15 Wie man die Social-Media-Aktivitäten einer Firma in den Griff kriegt.

16 13 Fragen an Markus Gut.

17 Die Infoseite der M&S.

18 Werbe-Wocher präsentiert die Kino-Highlights.

20 Roger Blom, Geschäftsführer TV der AZ, Medico, im Interview mit WerbeWoche-Chef-Redaktor Pierre C. Meier.

22 Keine ausländischen Patentrechte für Schweizer Natur-Advertizing.

24 Werbe-Workshop und Mediapartnerschaften im Thema Media-Road.

27 Social-Media-Fans sind nicht unbedingt Fans.

28 KÖPFE DER WOCHE
By User Kommunikation hat eine Geschäftsführung und das Team erweitert. Neu vertrieben Othmar Kung und die Produktionsgesellschaft von Perfektio die Kreativität.

31 SHORTLIST
Die WerbeWoche war zu Besuch bei der Hausaufgabe, die kein mal ein bequemes und beim Südtiroler-Massimo-Florenz ein Sternbild, es hier in UN WELT-GEMÄSSIGT I 20 EVENTS I 27 FREAKY-GUTCHER/BRÜNNEN I 30 KISS.

6 KOLUMNE
Sagten Russ-Mohr passiert über Hochdruck- und Theatral Buzz mit der Plattenwerbung.

WIR WOLLTEN SPASS MIT DEM PRODUKT ZEIGEN
Wir sind ein Team aus drei Ad-Donneren. Ein Präsentations- und Schenken, als bald-Spanier aus Standbuden im Einkaufszentrum in Bologna. Wie kam es dazu, haben die jungen Kreativisten und ihres Eltern. Dieser und die Miami Ad School online, dass über die Medienbranche von Anfang an mit. Profis werden in Kontakt sind, die über viele Jahre und breitere Erfahrung via Advertiser-Beziehungen.

Die Heiligt: Es haben verschiedene Teams an diesem Pitch gearbeitet. Wie war das organisiert?
Der Briefing wurde vom Kunden, Vignette an einem Montagabend im Rahmen der Horen, gesendet. Danach waren einige Strategien vorgegeben, eigene Ideen, Konzepte und Erreichungen zu liefern. Wir wurden bitten, den Auftrag möglichst als monatliche Herausforderung, darunter Präsentationen total 22

Zürcherin gewinnt Superbowl

Die TV-Spots rund um den Superbowl sind die teuersten Werbesekunden des weltweiten Fernsehens. Beim letzten Finale mit Denver gegen Seattle war auch der Spot einer Zürcherin zu sehen. Susana González Müller hat den Film zusammen mit Kollegen an der Miami Ad School gestaltet.

Wir haben mit zwei Kollegen zusammen den Pitch für einen Spot rund um den Superbowl gewonnen. Wie ist es zu diesem Auftrag gekommen?
Susana González Müller: Am Montagabend erlebte ich den Super Bowl in Miami und habe mich sehr gefreut. Ich habe dabei sehr viele tolle Themen gesehen. Davon haben mich die von uns beauftragte WerbeWoche und die beiden anderen Quartale bei der Auswahl von Miami, Boston und New York. Ich habe mich für den Super Bowl entschieden, weil ich mich für die Kultur und die Menschen in Miami interessiere. Ich habe mich für den Super Bowl entschieden, weil ich mich für die Kultur und die Menschen in Miami interessiere.

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Super Bowl commercial for Vaporzone

How to tell people the variety of this product and the amount of flavours, while mixing three of them. in a catching Super Bowl spot?

The e-cigarette company Vaporzone came to us with a problem: people think e-cigarettes only have one flavour.

TV-COMMERCIAL

With the analogy of shaking it 3 times. 3 is a good number - but 30'000 is even better. As you know... if you shake it more then 3 times - well, then you are playing with it.

<https://www.youtube.com/watch?v=QxpaW0qok1k>



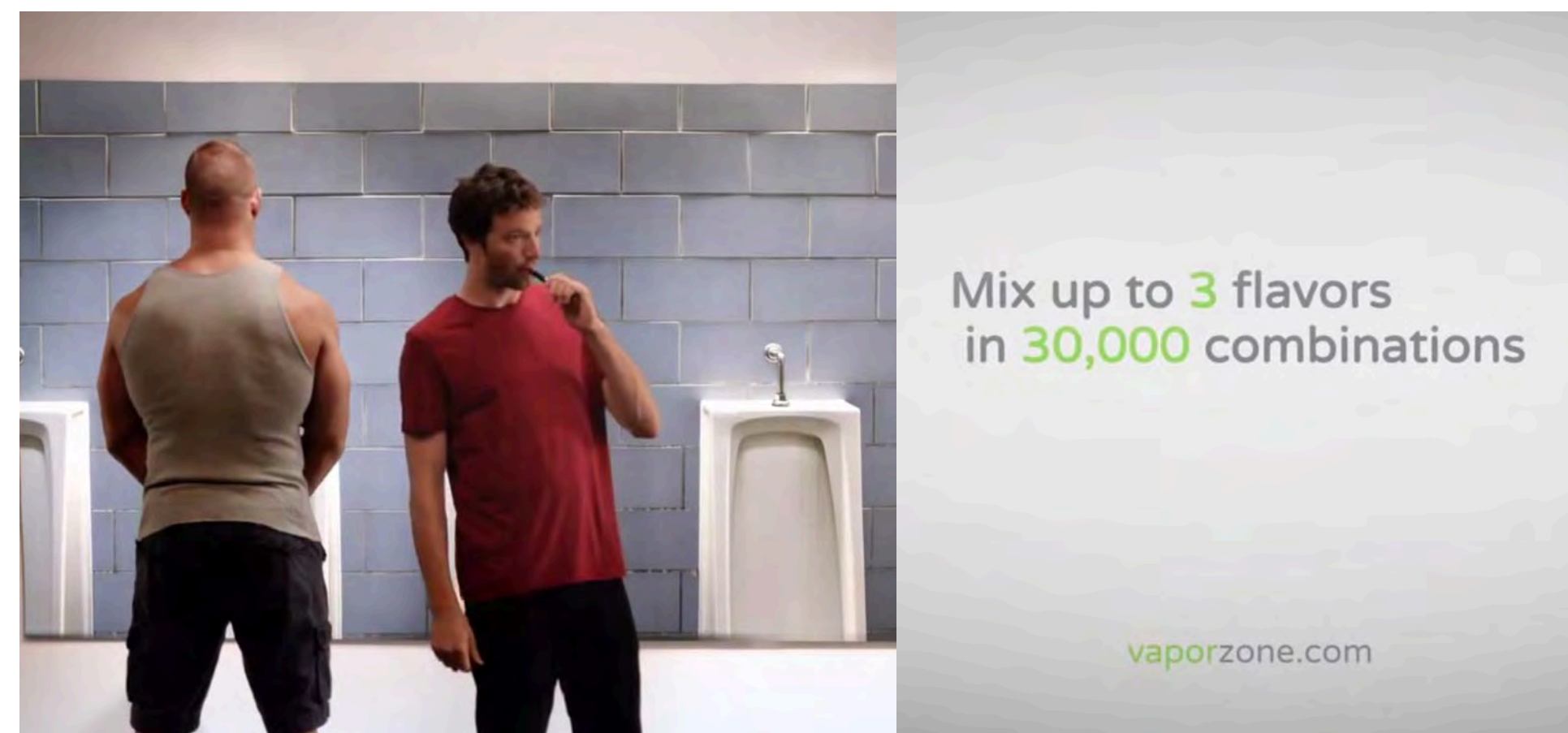
3 is a good number



but 30'000 is even better



mix up to 3 flavours in 30'000 combinations



MEDIA

The produced Super Bowl commercial got loads of attention, within Florida, Switzerland and Sweden.



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Natura #QUEMÉVOCÊNARUA

Faces

When: 2017
For: SalveTribalBBDO
Brand: Faces from Natura
Work on: Art Direction

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Müller

ONLINE CAMPAIGN FOR FACES

#QuemÉVocêNaRua

#QuemÉVocêNaRua, Who are you on the street? The streets reflect the beauty of your identity. Genders, female empowerment and diversity are taboo topics and a big thing in Brazil's young community now. The beauty brand Faces from Natura appealed to this cause with the following digital campaign:

"VOCÊ NÃO PODE USAR O QUE VOCÊ QUER, VOCÊ NÃO PODE SE EXPRESSAR. ISSO TEM QUE ACABAR."
#QUEMÉVOCÊNARUA?
@ELLENMILGRAU

**FA
CES**

Ellen usa Batom cremoso vinho rocks, de FACES.

natura

"you cant put on what you want, you can't express yourself the way you wish, this has to stop."
#whoareyouatthestreets @ellenmilgrau

"NÓS PRECISAMOS VER MULHERES VIBRANTES TOMANDO POSSE DOS SEUS CORPOS. EU SOU GORDA E LINDA."
#QUEMÉVOCÊNARUA?
@MAYARAEFE

**FA
CES**

Mayara usa um mix de Batom matte azul cyber com off white, de FACES.

natura

"we need to see vibrant women, taking possession of their bodies. I am corpulent and pretty."
#whoareyouatthestreets @mayaraefe

"SER UM ARTISTA ASSUMIDAMENTE GAY É UMA MANEIRA DE FAZER COM QUE AS PESSOAS TENHAM ORGULHO DE SER AS SUAS PRÓPRIAS CRIAÇÕES."
@HOOKERJOHNNY

**FA
CES**

Johnny usa Maskajal máscara para cílios e delineador, de FACES.

natura

"Being a gay artist is a way to make people proud of being their own creations."
#whoareyouatthestreets @hookerjohnny

"QUANDO EU COLOÇO MEU CORPO, MEU GÊNERO, NA RUA É PARA QUE ELA SE TORNE UM LUGAR DE CORAGEM."
#QUEMÉVOCÊNARUA?
@ARETHASADICK

**FA
CES**

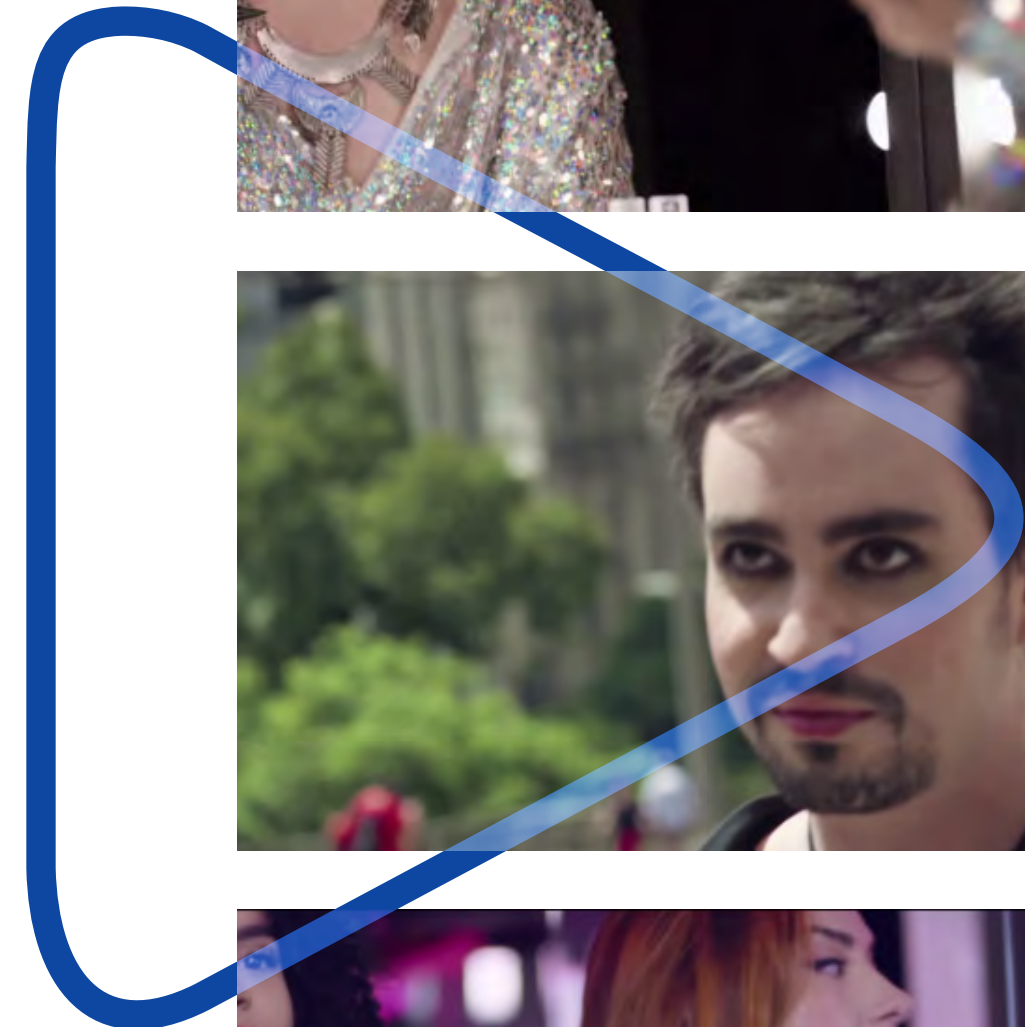
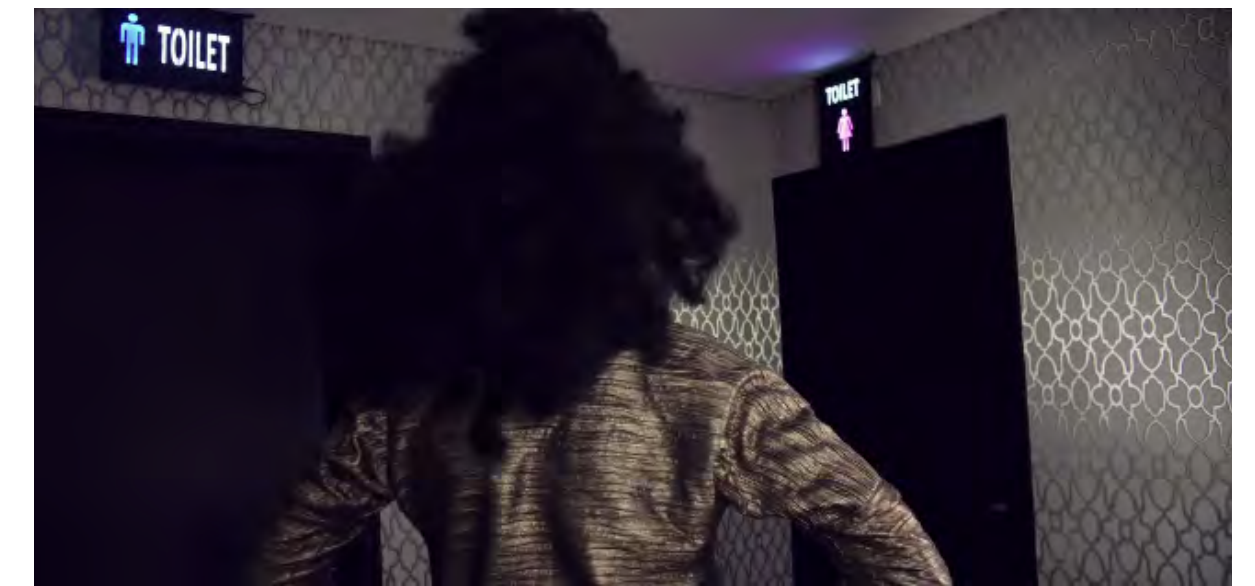
Aretha usa Multibalm pink wow, de FACES.

natura

"when I put my body, my gender on the street, it becomes a place of courage."
#whoareyouatthestreets @arethasadick

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ONLINE SPOT



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A vida é sua - Fred Benicio & Os Malungos

A vida é sua

Fred Benicio
&
OS MALUNGOS

When: 2017
For: Diablero Music Records
Brand: Fred Benicio & Os Malungos
Work on: Art Direction, Design, video editing, illustration

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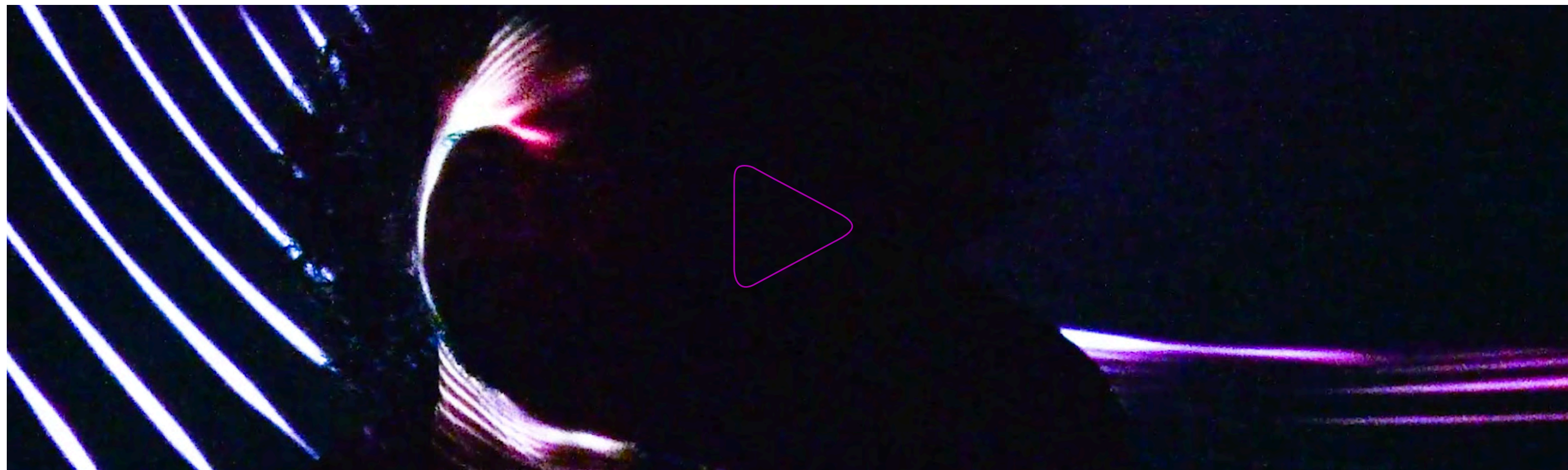
Band Identity and Logo Design

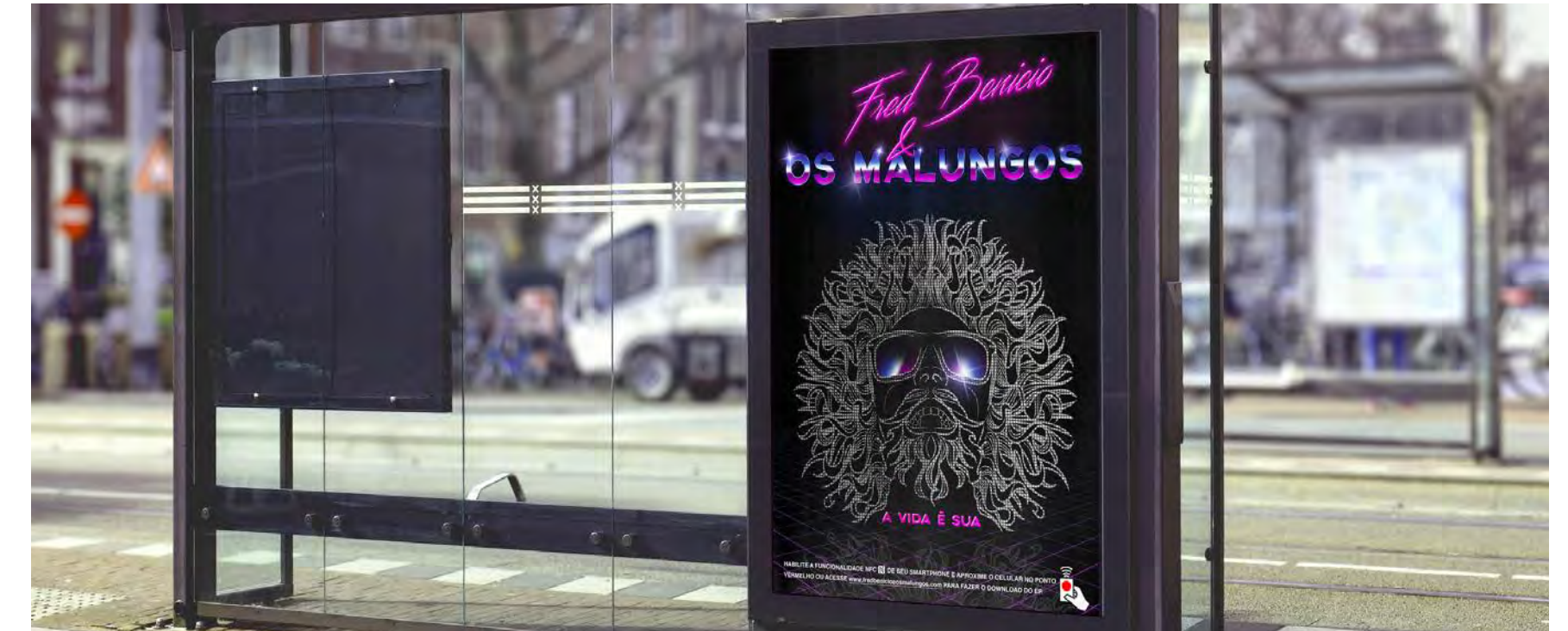
Creating a Brand Identity for the Reggae Band Fred Benicio & Os Malungos. Uniting reggae roots with modern appearance and fresh desing.

A vida é sua, means *Life is yours*.

The design was applied to the bands limited vinyl edition, NFC Posters linking directy to the download page same as the Webiste and all the Social Media channels.

Aditionally we recorded the video clip for main song of the EP "A vida é sua". Enjoy





NFC-Poster and limited edition vinyl

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Jewellery Catalogue

Frattina

When: 2016
For: AllSet, São Paulo
Brand: Frattina
Work on: Art Direction, Graphic Design



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CATALOGUE DESIGN

For the Brazilian high jewellery brand Frattina.



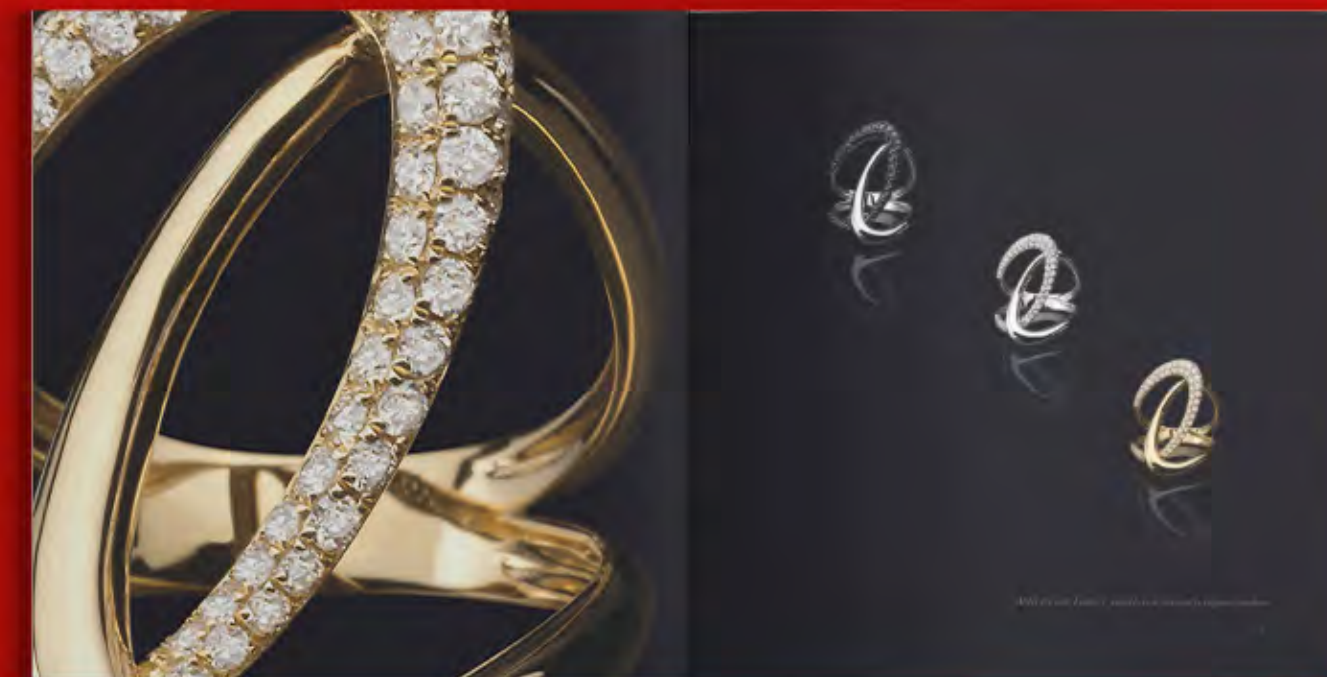
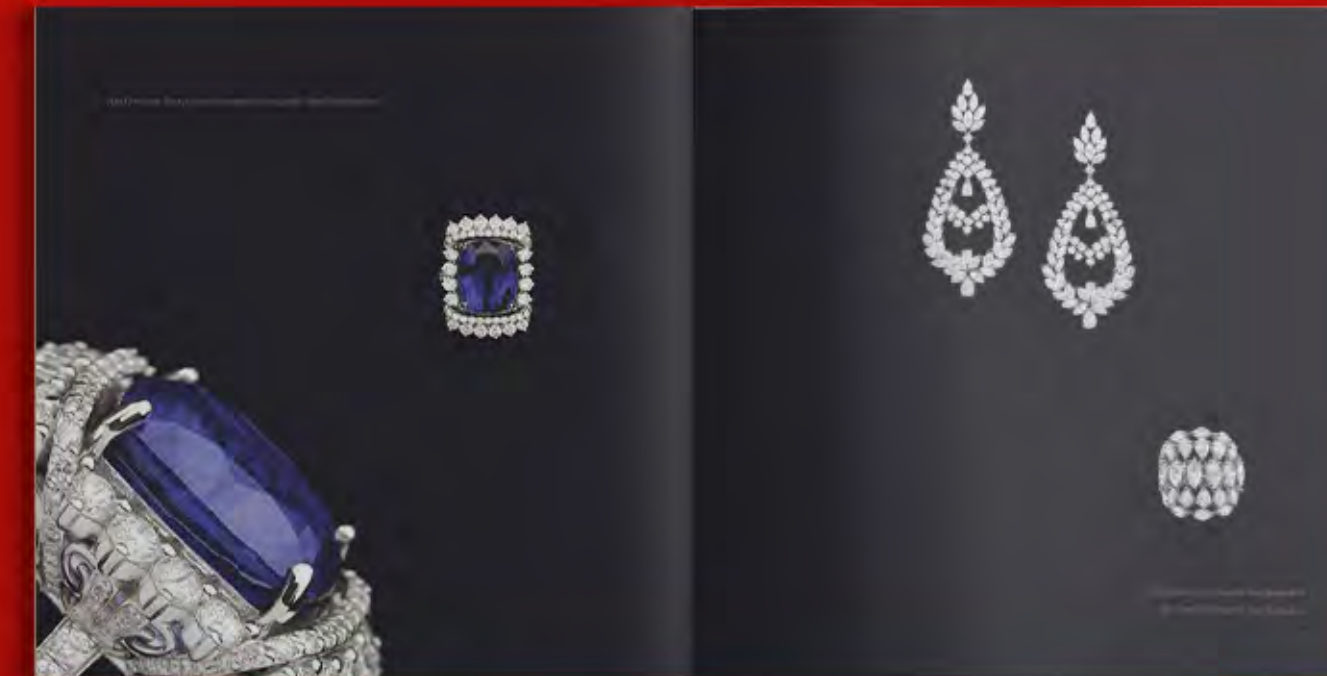
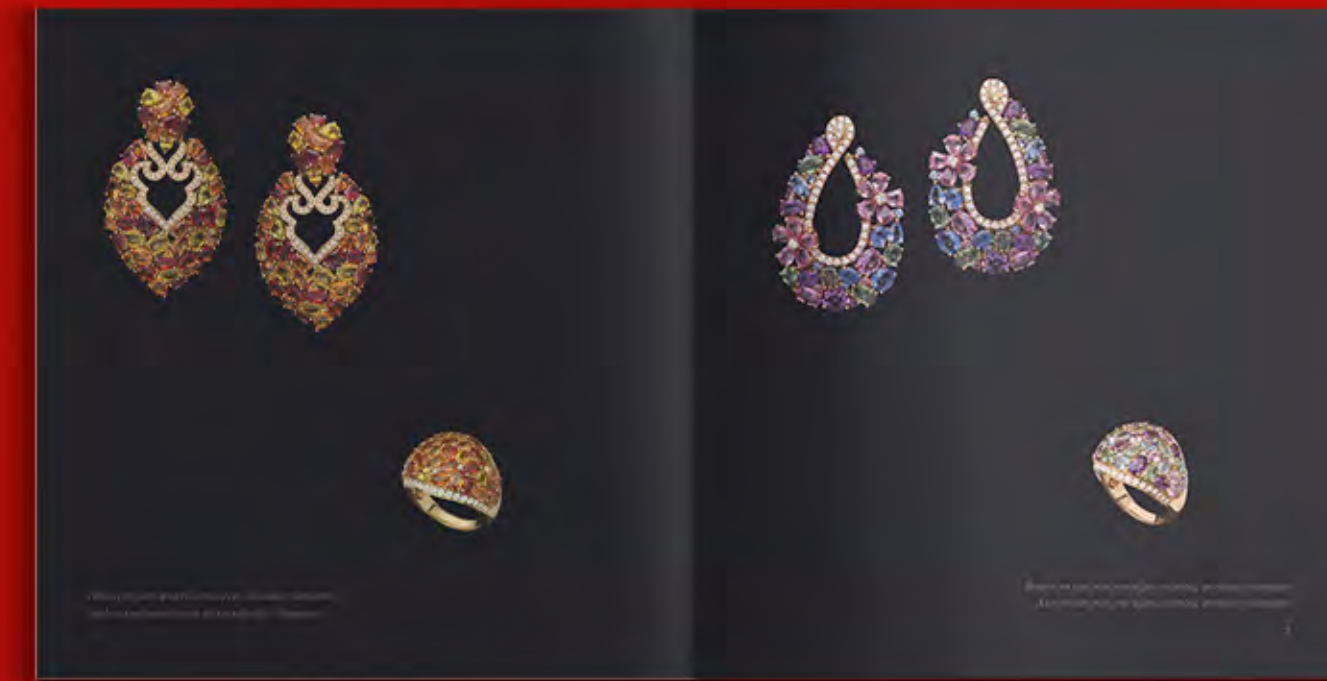
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Jewelery and haute horlogerie catalogue

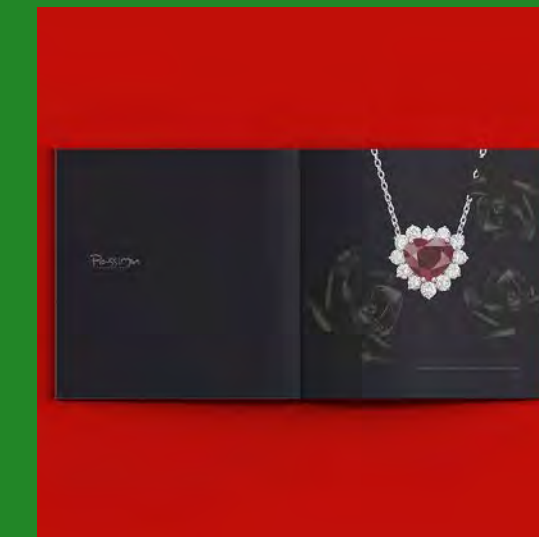
It is under this steady innovation that Frattina is in her 70s, ready to put the brightest newcomer on this rich trajectory. The new flagship store of Rua Oscar Freire and the new boutique of Iguatemi Faria Lima shopping mall come to redefine the concept of jewelry, transforming the act of buying into a unique multisensory experience. Therefore we created a unique catalogue showing the brilliant jewels same as selected master pieces from finest watchmakers.



Frattina catalogue 2016



JOILLERIE & HAUTE ROLOGERIE FRATTINA



Susana
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Müller

(Graphic) Design



Susana
González
Müller

Burger Shop ZDeli

ZDeli



When: 2016
For: AllSet, São Paulo
Brand: ZDeli
Work on: Design, Social Media activation

Susana González Müller

BEST BURGER SHOP IN TOWN

ZDeli

Label design for pickles in 3 different flavours.

NEW PRODUCT OF SÃO PAULO'S MOST FAMOUS BURGER SHOP

Creating a unique design while using different color codes for the 3 types of flavour. Uniting pickles and Rock'n'Roll





Social Media content for ZeDeli São Paulo



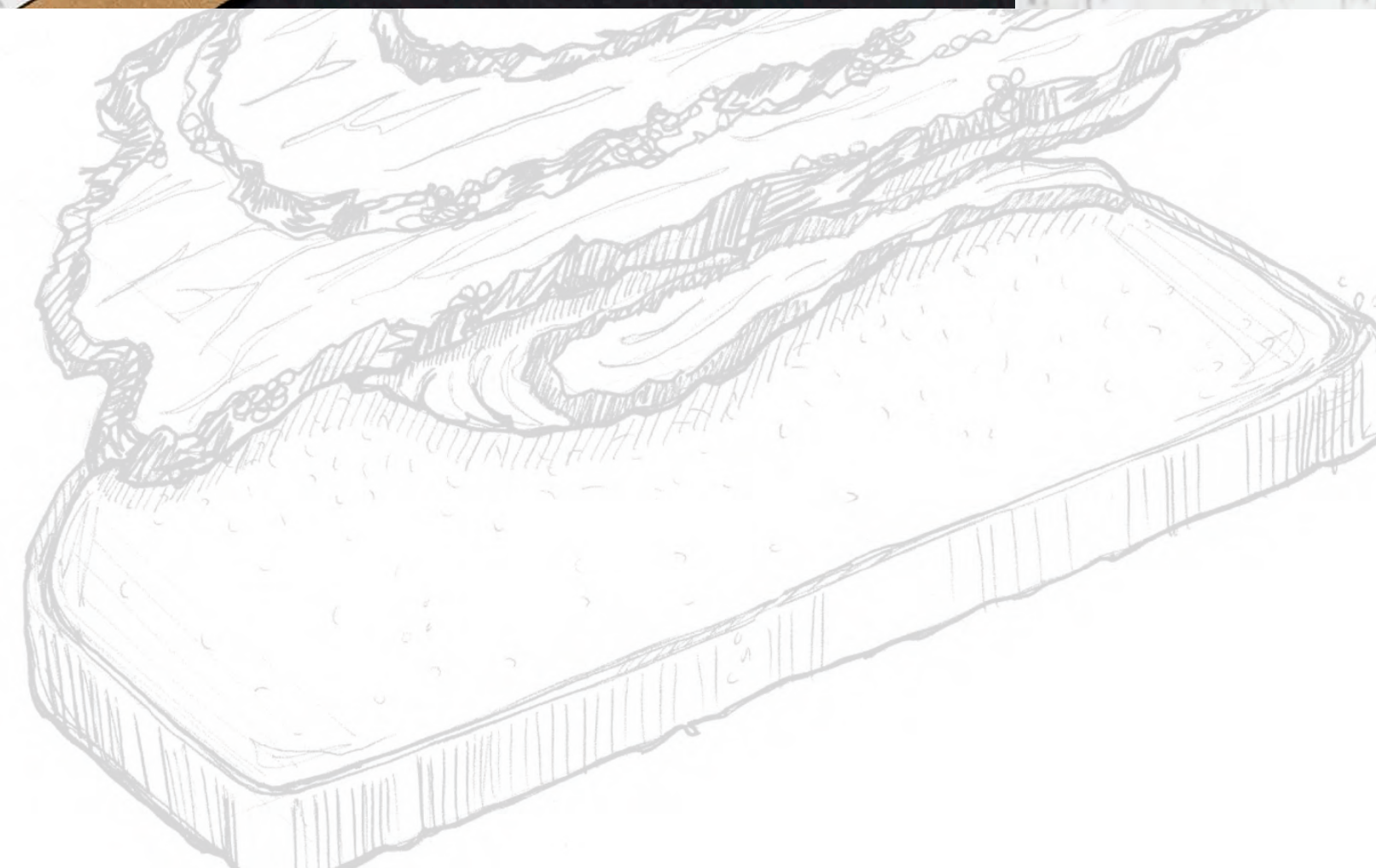
Social Media content for ZeDeli São Paulo

Susana
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Müller



CUSTOM MENU DESIGN AND PACKAGING

"Since it was opened six years ago, the tiny diner turned instant success with endless queues at the door. No matter the day of the week, waiting for a seat is part of the program. Year after year, the work of the house remains impeccable from beginning to end. And this we wanted to show in a custom menu design." *Folha de São Paulo*



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Müller

Namari - logo creation & brand identity

Namari



When: 2016
For: AllSet, São Paulo
Brand: Namari
Work: Logo creation and brand identity

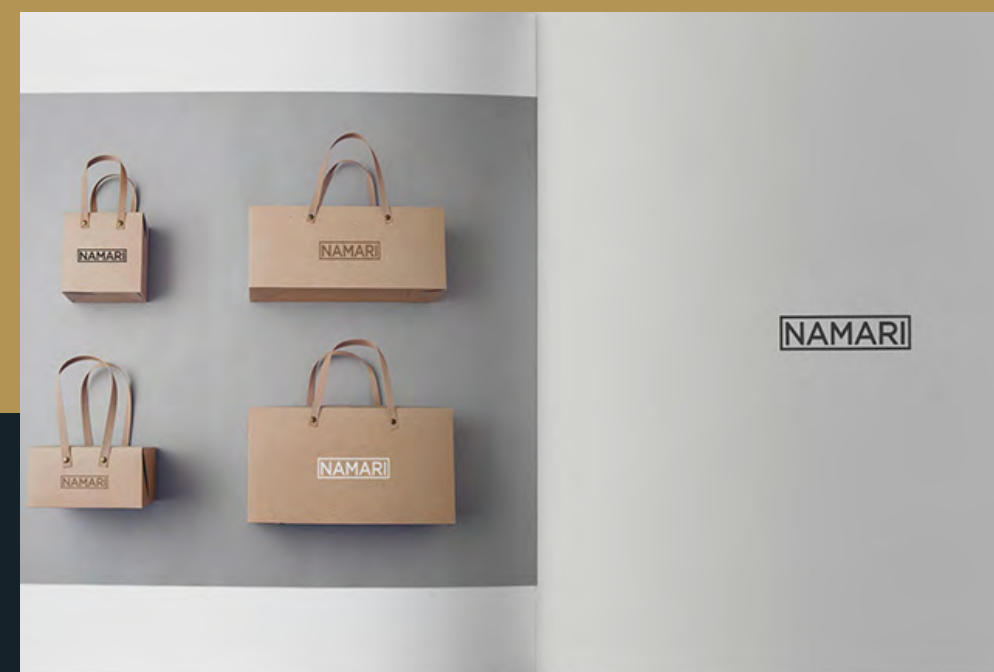
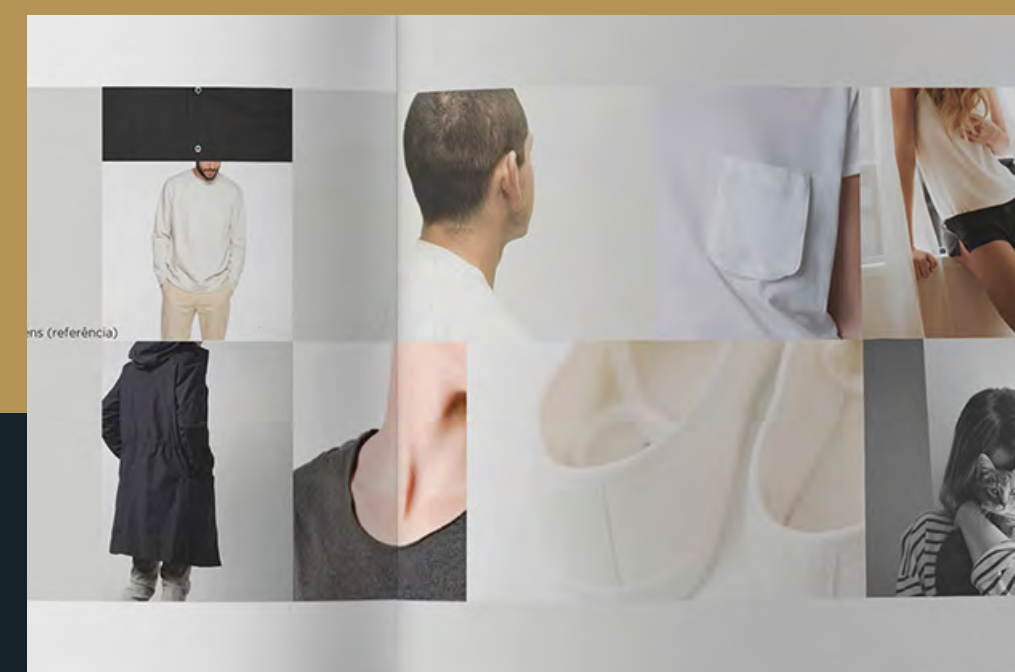
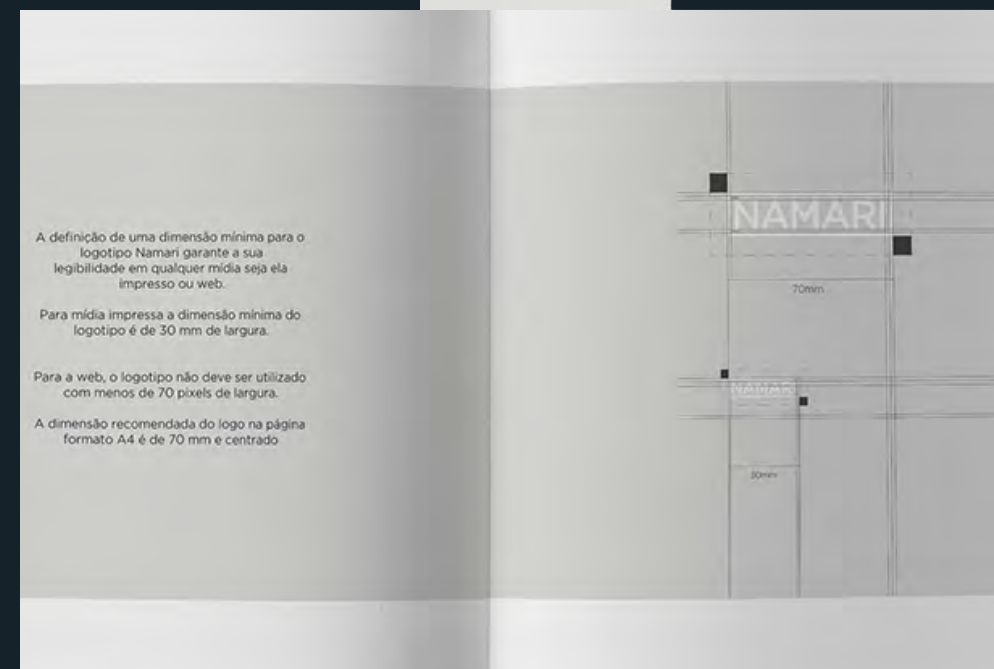
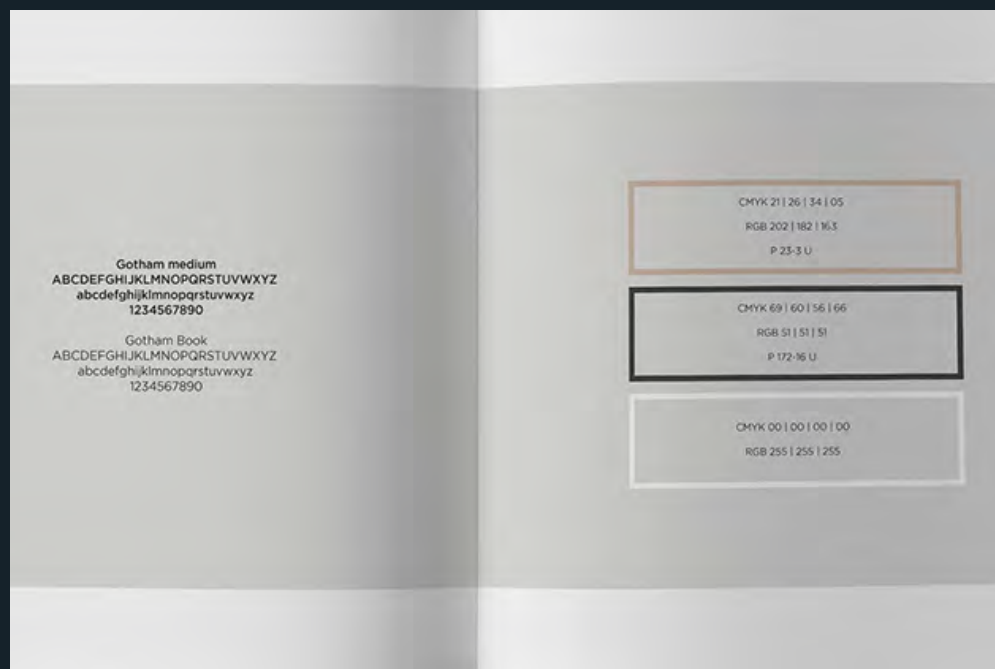
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Brand book and logo creation

Namari is a store which is dedicated to sell brasilian upscale fashion brands like Animale, Bo.Bô, Bostore, Ellus, Le Lis Blanc, etc.

We were commissioned to create Namaris' new appearance. Which included the design of the logo, the brand identity and the look for their new shop

The idea was to create something sublime, plain and elegant which does not compete with the fashion brands sold within the store - but supports their value



Susana
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Creation for RoVitale, El Canto Revelado

RoVitale

When: 2015
For: El Canto Revelado
Brand: RoVitale
Work on: Brand Identity, Logo creation

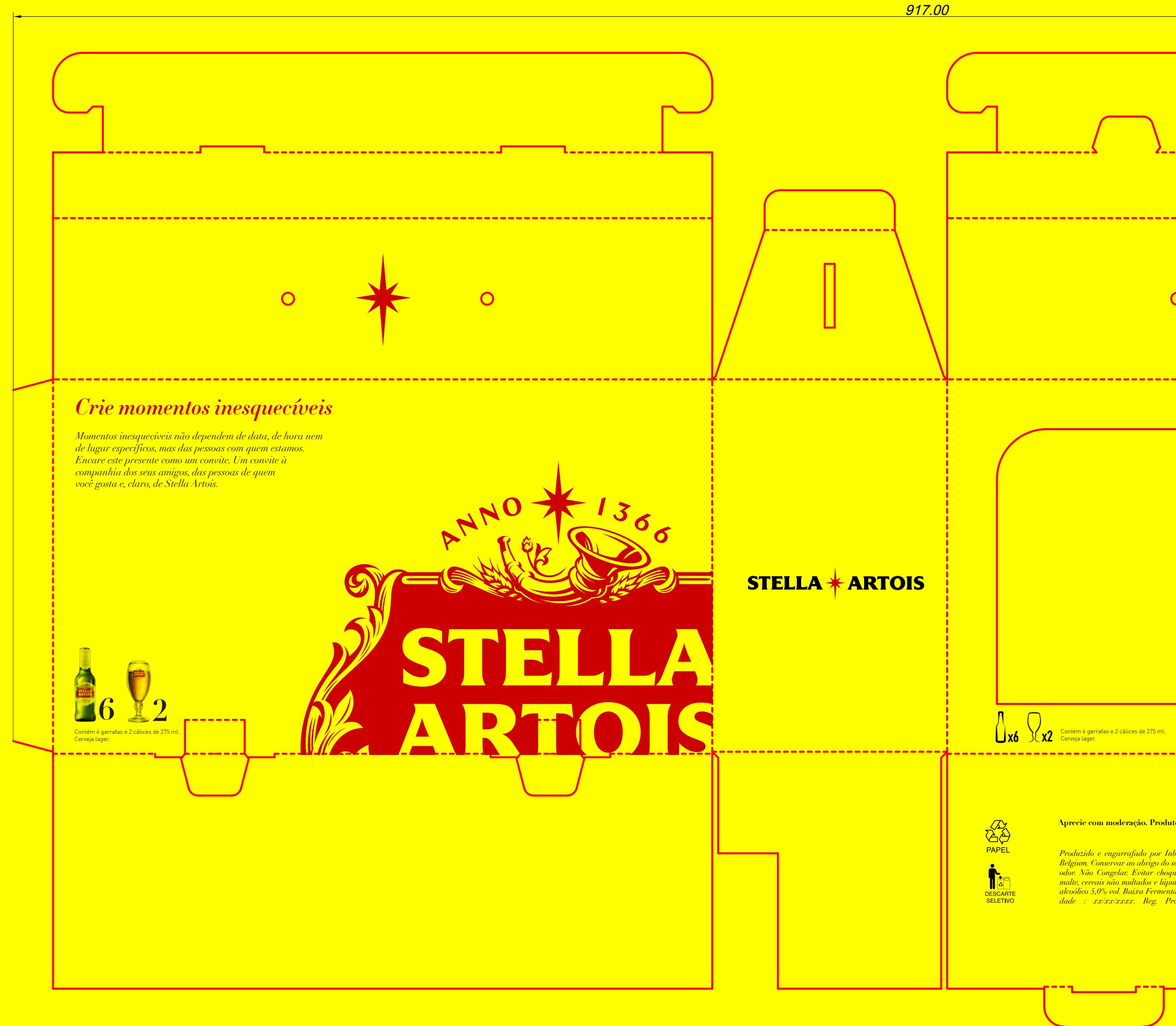


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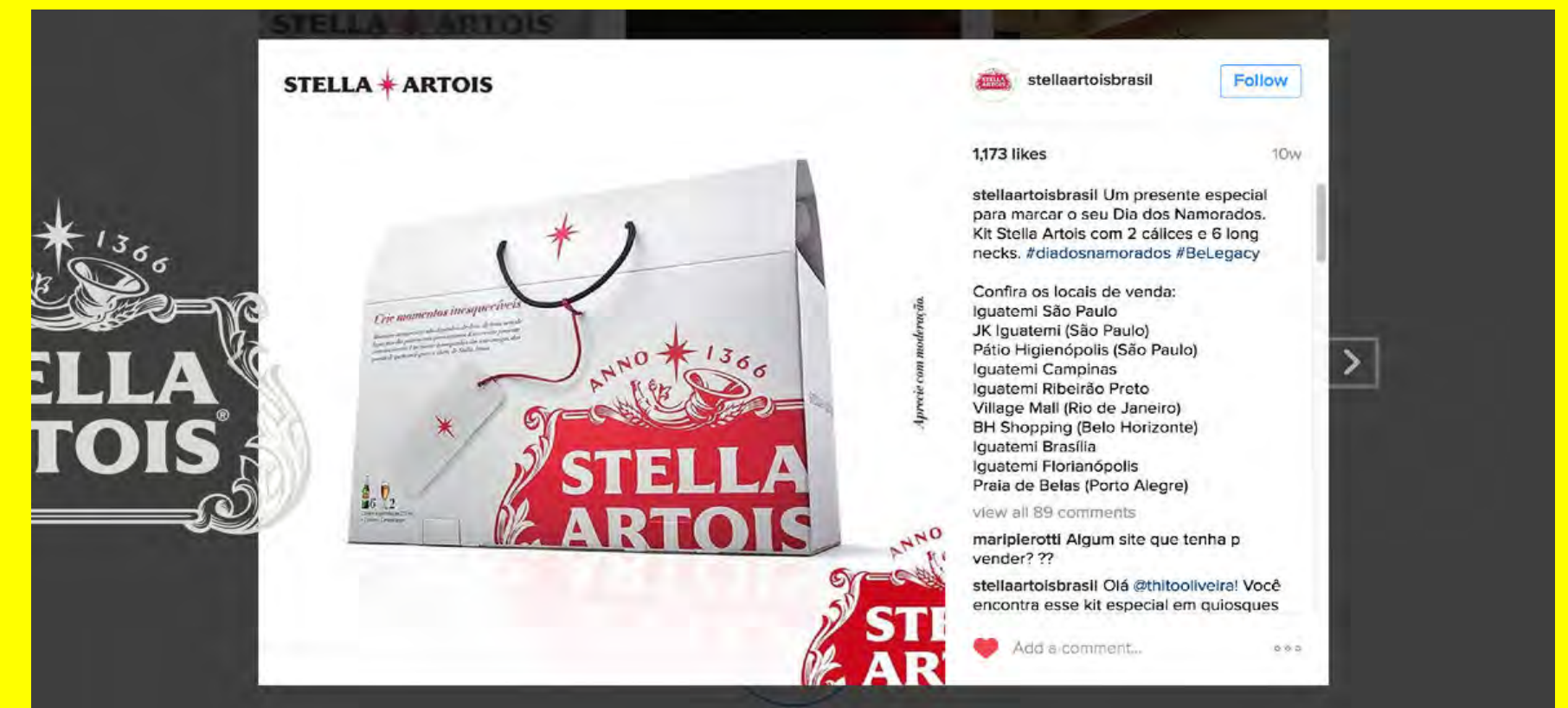
Package Design

Stella Artois

When: 2017
For: AllSet, São Paulo
Brand: Stella Artois
Work on: Package Design



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González
Müller

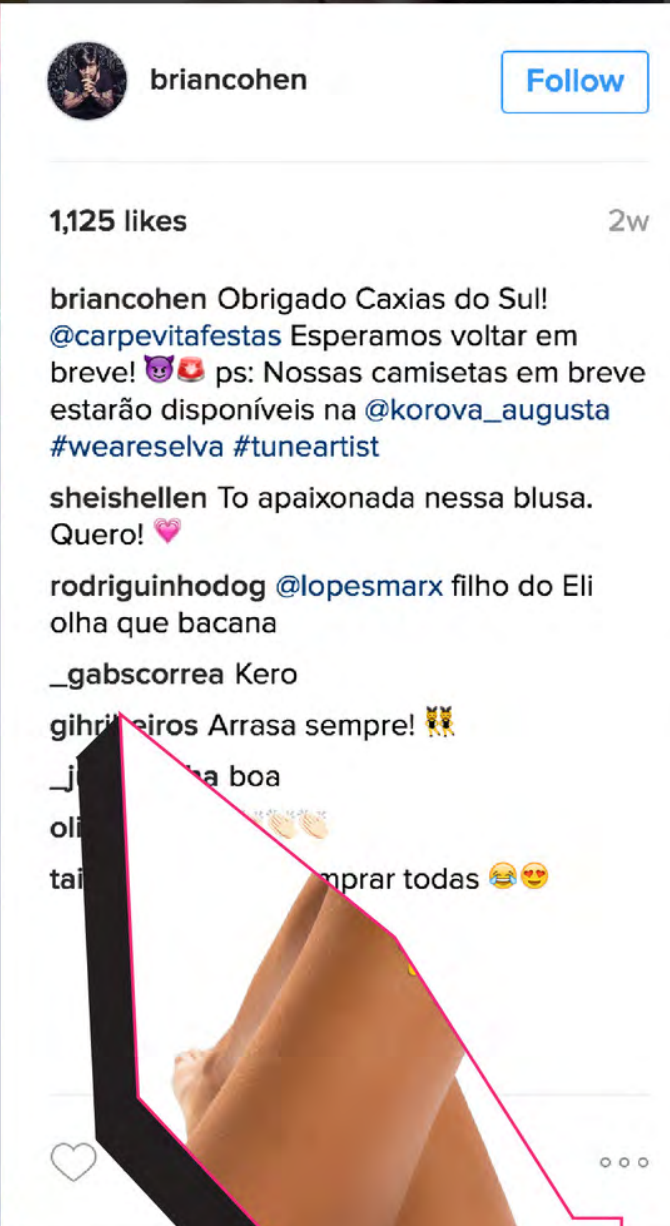
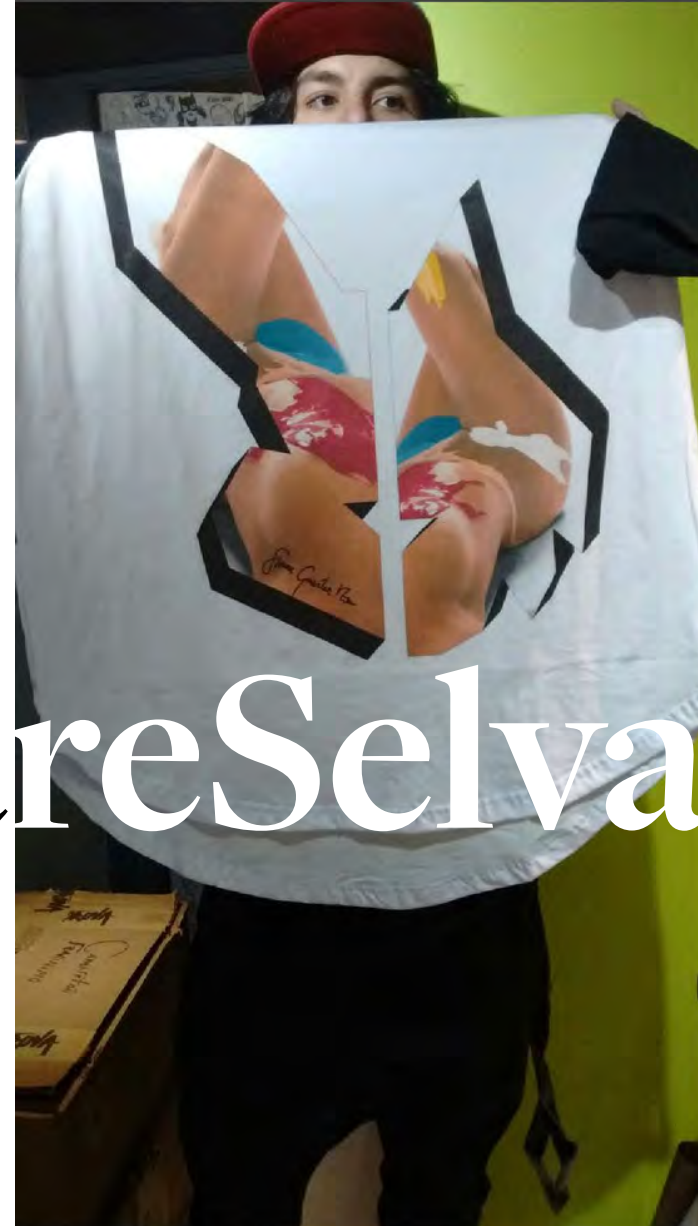


Package- and stand design for the Iguatemi Shopping centers in São Paulo

Susana
González
Müller

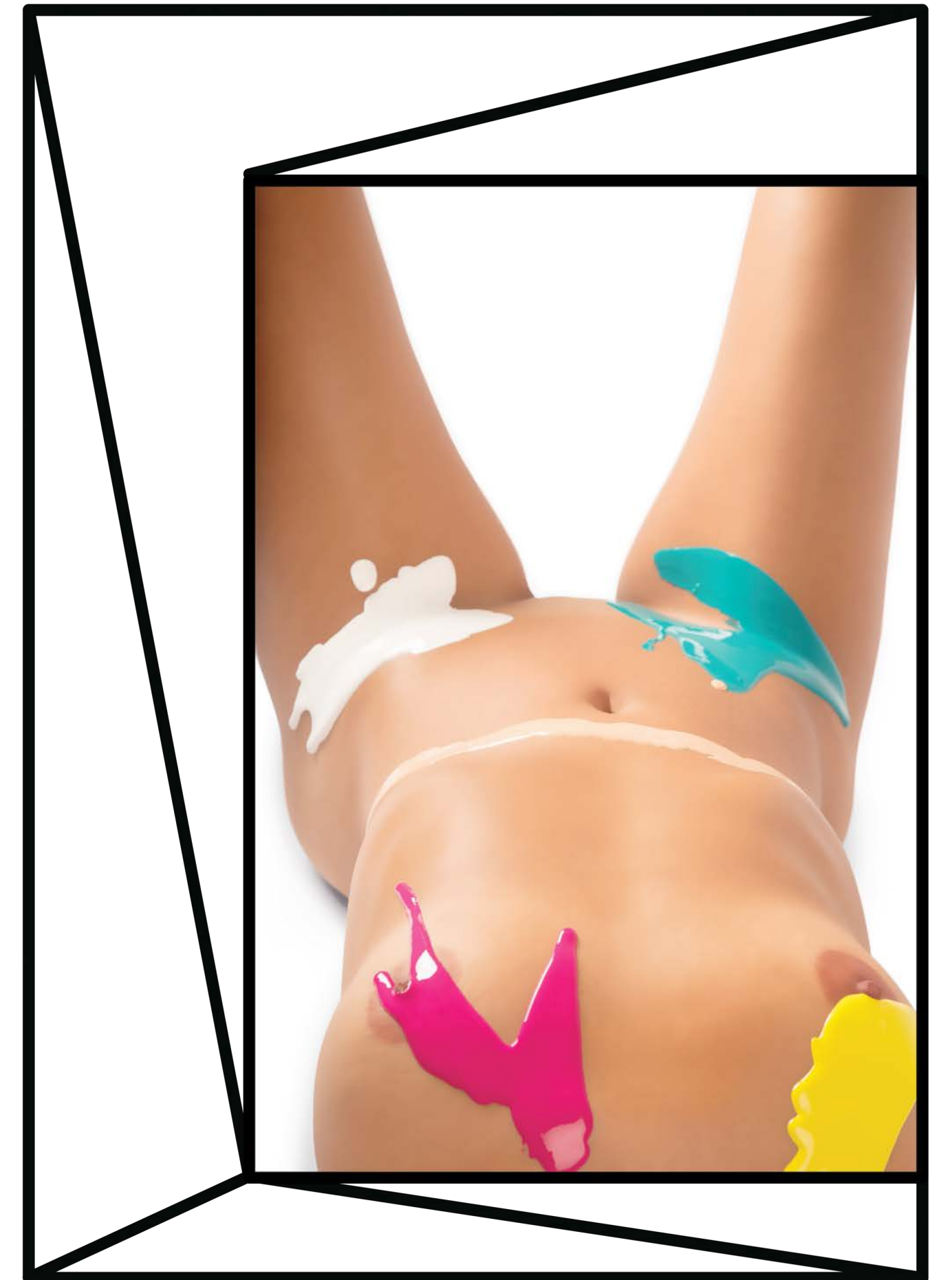
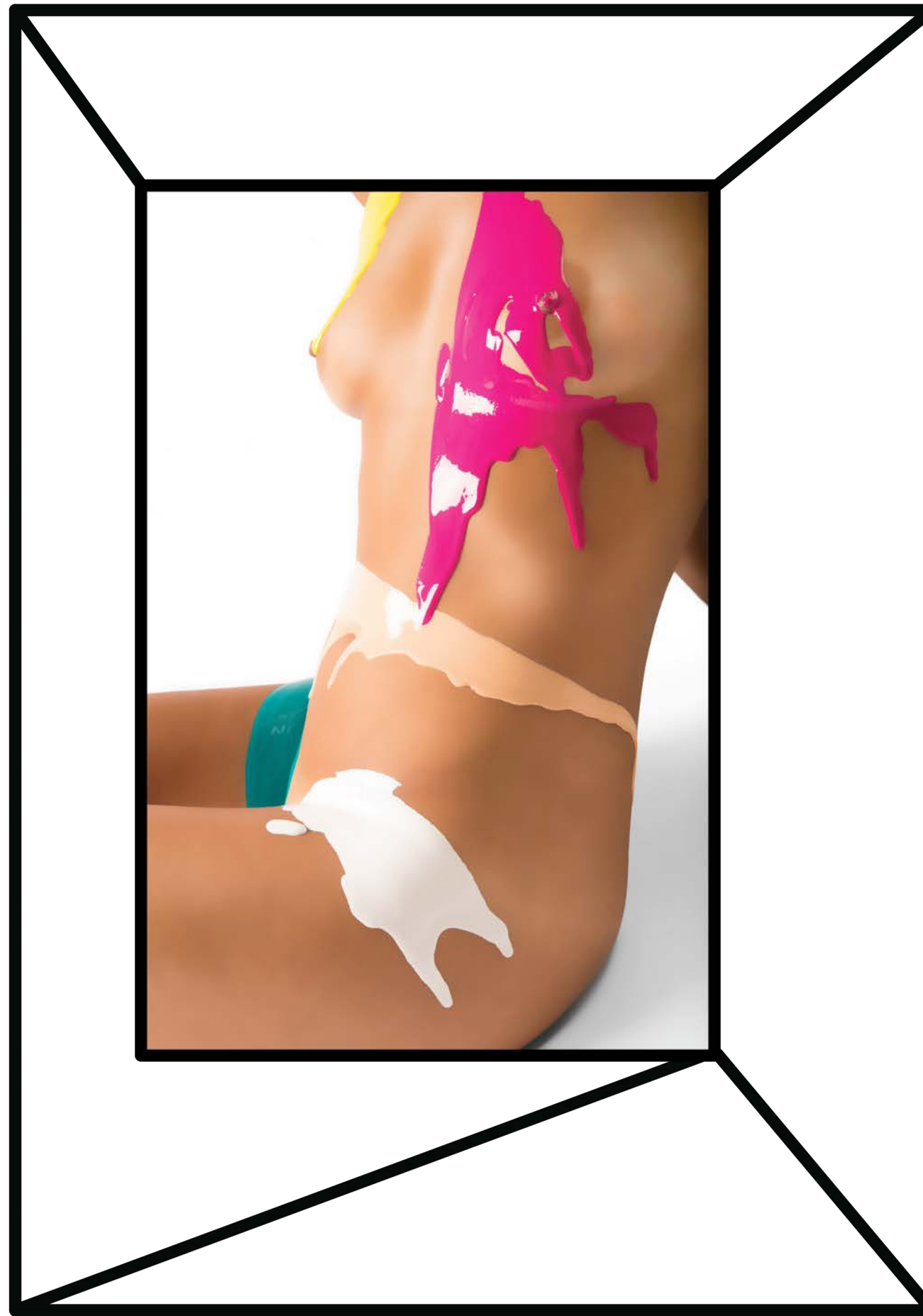
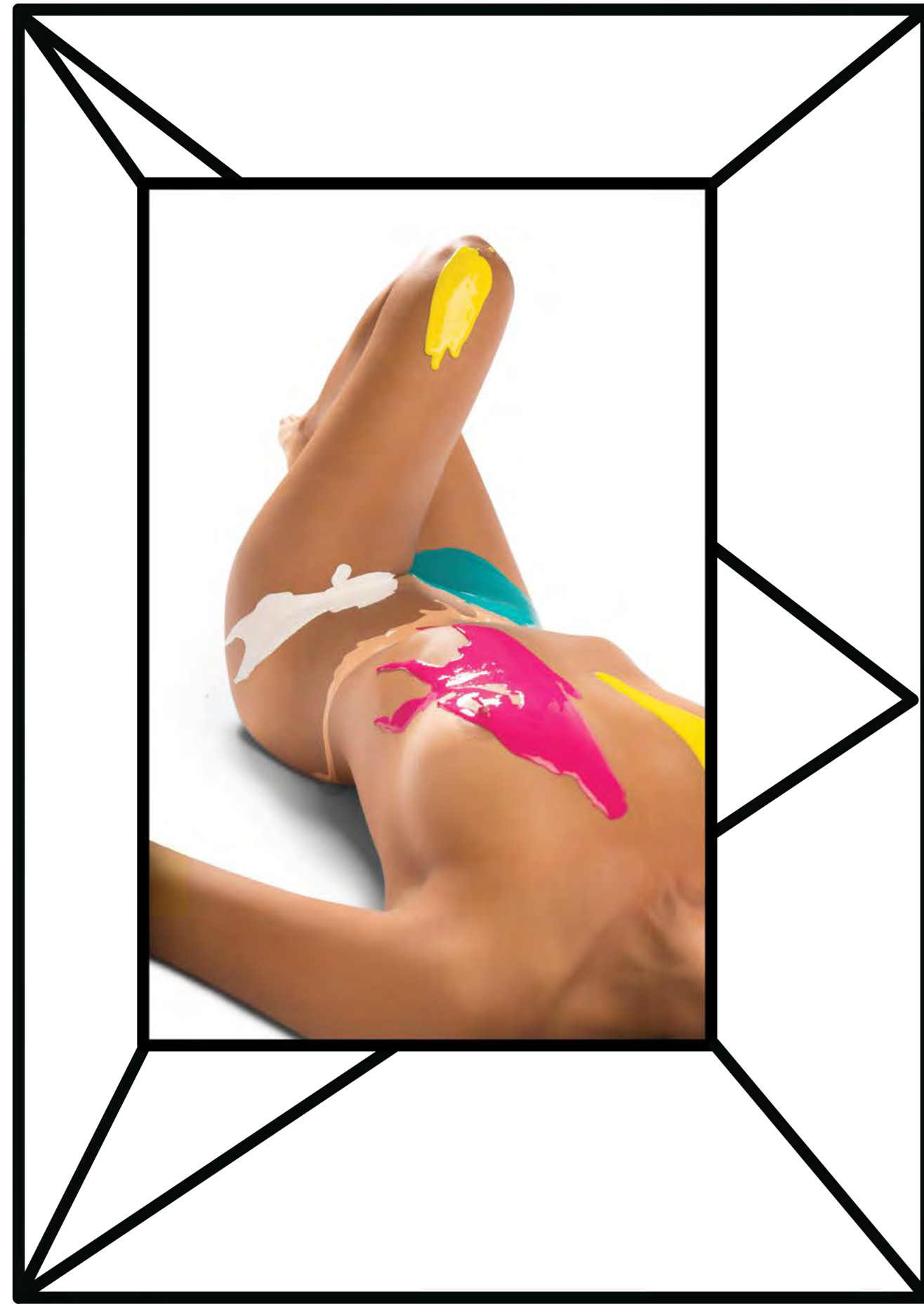
The female body as a canvas

weareSelva



When: 2016
For: Artistfactory
Brand: Selva
Work on: Photography, Design, Promotion

Susana
González
Müller



The female body as a canvas

Susana
González
Müller



Susana González Müller

The best ideas start as conversations.

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