Eric Müller

Graphic designer, Cologne

I ship visuals nobody has to chase.

Graphic designer with 15+ years running visual identity, campaign, editorial and digital production across several brands at once. Leads Cardbird Studio — key visuals, campaign assets, social and in-product graphics, delivered with GenAI-assisted workflows and the right formats, sizes and naming, every time.

hello@ericmueller.design ericmueller.design Cologne, Germany Available, CET business hours

Experience

2010 — now



São Paulo 2010–13 · **Belém** 2013–17 · **São Paulo** 2017–20 · **Cologne** 2020–now

Founder / Freelance Graphic Designer

Jan 2025 — now

Cardbird Studio, Cologne, Germany

- Founded and runs an independent studio — editorial design, layout and infographics for international clients, plus brand identity and logotype work across consumer products, hospitality, food service, agtech and sport.
- 3D modelling and rendering, and print and digital production.

On the portfolio: **unbyte** **Pommes Wagon** **Zeboo** **Kings Academy**

Graphic Designer

2020 — Jul 2024

Solar-Pac, Cologne, Germany

- Layout and 3D art direction for the Kurzanleitungen — 39 installation manuals for solar-pac's rooftop mounting hardware, all built on one page structure and one render standard, printed and folded into every box.
- Also editorial design and infographics — including a bilingual (DE/EN) installation & safety manual that pairs icon-based instructions with isometric 3D illustrations.
- 3D modelling and rendering (Blender) for technical and instructional visuals; print and digital production.

On the portfolio: **Solar-Pac Kurzanleitungen**

Graphic Designer

Mar 2017 — Dec 2019

U5 Marketing, São Paulo, Brazil

- Branding, campaigns and visual identity for marketing departments across Brazil, primarily a major telecom client, plus fashion, technology, hospitality and construction accounts.
- Social media design and client-facing creative development.

Graphic Designer / Art Director Apr 2015 — Feb 2017

Voxxi Com, Belém, Brazil

- Art direction for campaigns, working almost exclusively for a health insurance client across newspaper, magazine and digital media.
- Editorial and advertising design; concept development.

Graphic Designer / Art Director Sep 2013 — Jan 2015

Duppla, Belém, Brazil

- Visual identity systems, including institutional communication for a local TV channel, among other clients.
- Print production and layout; creative direction.

Graphic Designer / Art Director Jan 2012 — Jul 2013

Editora Três, São Paulo, Brazil

- Magazine and editorial layout — including a typography-driven editorial book commissioned directly by the client, conveying quotes from public figures across eras through typography alone.
- Image editing and visual storytelling.

On the portfolio: **Opinião**

Junior Art Director Dec 2010 — Dec 2011

RAI Group, São Paulo, Brazil

- Supported the senior art director developing advertising campaigns and pitch presentations for national and international brands.
- Layout and visual concepts.

Toolkit

Layout and print	Adobe InDesign, Adobe Illustrator, Adobe Photoshop, PowerPoint
3D	Blender
Interface	Figma
Practice	Editorial & publication layout; infographics, diagrams, icons, maps; accessibility-focused design; generative AI tooling.
Working style	Initiative & proactive communication; cross-cultural team collaboration; client-focused, organised delivery.

Languages

Portuguese	Native
English	C1
German	B2
Spanish	A2

Clients and accounts

ISEG, Accor, Alcatel, Allied, Asus, Claro, Gafisa, IOB, Lenovo, Sage, SAS,
Sephora, Tekbond, TIM, Under Armour, VB Serviços, Vidi, Neoway, Laureate.

Credentials

Two-year Professional Certificate in Graphic Design — *Miami Ad School, Brazil / USA* 2009–2011

B.A. in Communication and Advertising — *Universidade da Amazônia, Brazil* 2004–2008