

RICHARD MUELLER is a visual strategist, art director, and designer who has helped Fortune 500 companies, agencies, startups, and nonprofits shape ideas into memorable experiences that move people to act.

APPROACH

CLARIFY THE OBJECTIVE.

Understand the audience and define success.

THINK ACROSS DISCIPLINES.

Develop successful solutions leveraging expertise from diverse creative fields.

BUILD VISUAL LANGUAGE.

Create scalable visual systems that stay clear and consistent across every touchpoint.

VALUE EXECUTION.

Refine, simplify, and solve until the product feels effortless.

EXPERIENCE

Paramount / CBS Interactive

Senior Designer | 2010–2022

Created print and digital advertising, branded experiences, and marketing initiatives during nearly twelve years with one of the world's largest entertainment companies.

Collaborated with creative directors, marketers, producers, developers, and fellow designers to deliver hundreds of campaigns while building scalable visual systems, streamlining creative workflows, translating complex information into clear visual communication, and mentoring teammates.

Richard Mueller Creative

Creative Director | 2001–Present

Provided creative direction, visual strategy, brand systems, and design for clients ranging from local businesses to national brands.

Services included brand identity, information design, interactive design, marketing campaigns, motion graphics, publications, environmental graphics, print, and creative consulting.

Current work focuses on independent creative projects, including:

- Author, designer, and publisher of the Bumper & McDog children's book series.
- Writer, director, and producer of the award-winning short film Bitsy Bites Back.
- Founder of The Ozma Social Club, an online community for LGBTQIA seniors.
- Ongoing creative work in storytelling, publishing, and design.
- Exploration of AI-assisted creative workflows.

Kodak Gallery

Art Director (Freelance) | 2008

Designed customer-facing digital promotions and interactive marketing initiatives that extended the Kodak consumer brand online.

Young & Rubicam Brands

Interactive Designer | 2004–2008

Created print and digital advertising and interactive media for national brands within multidisciplinary agency teams.

Kids Online America

Creative Director | 1999–2001

Led creative development for an early online destination for children, overseeing website design, advertising, photography, audio production, and a small creative team.

TOOLS

Adobe Creative Cloud

Photoshop • Illustrator • InDesign • Premiere Pro • Dreamweaver • Acrobat

Additional Experience

AI-assisted workflows • Generative AI (ChatGPT, Midjourney) • Figma • Celtra

EDUCATION

Academy of Art College

Interactive Digital Media

City College of San Francisco

CONTACT

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