



**Designed by Muller**  
Graphic Design & Art Direction

**Curriculum Vitae**

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## Information

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### Contact Details

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### Biography

Belgian design director Tom Muller (1974) started his career in interactive design after receiving his MA in Graphic and Advertising Design at the Royal Academy for Fine Arts in Antwerp in 1998. In 2000 he relocated to London where he joined progressive firm Vir21 Studios, which was at the forefront of web design in the dot com period of 1998-2000. This was followed by a short stint at Lost In Space and an 8 year tenure as creative/design director at Kleber Design, world renowned for their forward-thinking and award-winning interactive work in the entertainment and media industries.

Alongside his agency commitments he maintains a multi-disciplinary freelance practice specialising in typography, identity design, illustration, moving image, and publication art direction for both print and screen media. His clients include those from the publishing, entertainment, fashion and design sectors.

His work is informed by Modernist principles infused with a contemporary design sensibility – described as “mixing grid structure with Sci-fi-like style” – that has won him international industry recognition, while his work is regularly showcased and featured in design publications the world over.

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### Selected Clients and Brand Experience

AC/DC	Felder • Felder	Mam Tor™ Publishing	Tank Publishing
Almaz by Momo	Fontshop	Mercury Music	Tori Amos
Alpine Electronics	Friends of Ed	Mo'Wax Arts	–
Ashley Wood	–	MTV Networks Europe	UK Music
–	Honeywell	–	–
Biosense-Webster	–	Ninja Tune	Viacom International
Buddhist Punk Clothing	The ICA	Nintendo	Virgin Music
–	–	–	VOLTA
Christian Aid	Getty Images	Partizan Films	–
Columbia Records	–	The Pet Shop Boys	Warner Music UK
Computer Arts Magazine	IDW Publishing	–	Warp Records
–	Image Comics	Ricoh	Websense
DaimlerChrysler	–	–	Wieden+Kennedy
Damien Hirst	Konami Computer Entertainment	SBS Broadcasting	WIRED Magazine
DC Comics	Kylie Minogue	Sony Music UK/US	
DIESEL	–	Sony® Electronics	
Digital Vision Online	Laurence King Publishing	Studio Output	
DixonBaxi	Levi's Europe	Sun Microsystems	
–	LG Electronics	Swarovski	
EMI/Parlophone	Lilly Allen		

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## Experience

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**Kleber Design Ltd.**  
– Creative/Design Director  
March 2002–March 2010  
London, UK

Creative direction, design and development of websites for clients in the music, media and creative industries with a strong focus on content and streamlined, user-friendly design solutions.

**KEY PROJECTS**

- Global artist sites for AC/DC, The Pet Shop Boys, Kylie, Lily Allen, Dido,...
- Label sites for Sony Music, Columbia Records, RCA, EMI/Parlophone,...
- Launching MTV Base UK online and repositioning MTV2 Europe's site
- Helping The Club @ The ICA brand position itself on the web
- Rich media sites for a variety of clients in the arts and creative industries

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**Designed by Muller**  
– Creative Direction  
July 2001–Present  
London, UK

Graphic design, illustration and art direction for clients in the publishing and entertainment sector across various media: web, print and moving image. A focus on publication, logo and identity design.

**KEY PROJECTS**

- Art direction & design of Tori Amos graphic novel and full marketing mix
- Ongoing design and art direction for artist Ashley Wood
- Direction and design of print collateral for fashion designers Felder Felder
- Ongoing design direction for Image Comics
- Editorial illustrations for WIRED Magazine
- Publication design and art direction for Mam Tor™ Publishing
- Multiple image & video collections for Digital Vision/Getty Images
- Co-author of the bestselling 4x4 Photoshop and 3D book by Friends of Ed
- Moving image projects for DIESEL and Sony BRAVIA
- Ongoing participation in design community publications and exhibitions

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**Lost in Space**  
– Designer/Director  
November 2001–April 2002  
London, UK

Motion graphics director for film, TV and advertising. Primarily worked on advertising concepts and the creation of abstract 3D video animations.

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**Vir2L Studios Europe**  
– Senior Art Director  
July 2000–June 2001  
London, UK

Design and development of websites and interactive advertising for the entertainment industry primarily, the SBS Broadcasting Group. Assisted in the creative development of the Scandinavian Big Brother websites and created models for interactive advertising and online entertainment.

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**Vintage Productions**  
– Senior Designer  
August 1998–May 2000  
Antwerp, BE

Design and development of B2B communication and presentation tools for Pan-European clients in the technology sector. Projects ranged from the creation of product-specific websites, interactive CD-ROM tools, kiosk presentations and online learning tools for clients including Ricoh, Kyocera, Honeywell, Johnson & Johnson and LG Electronics.



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## Recognition

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### Awards

- 2009 – Eisner Awards, Best Publication Design (Comic Book Tattoo): nominee
- 2008 – BT Digital Music Award (with Kleber), Best Pop Artist (kylie.com): winner
- 2008 – BT Digital Music Award (with Kleber), Best Urban Artist (rootsmanuva.co.uk): nominee
- 2007 – Eagle Awards, "Favourite Colour Comicbook, British" (Mam Tor: Event Horizon™): nominee
- 2007 – BT Digital Music Award (with Kleber), Best Electronic Artist or DJ (cinematicorchestra.com): nominee
- 2006 – Sci-Fi-London, Best Graphic Novel Award (Mam Tor: Event Horizon™): winner
- 2006 – Digital Music Award (with Kleber), Best Rock/Indie Artist (kasabian.co.uk): nominee

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### Books (Featured work)

- Diagrams (RotoVision)
- Logo Design, Vol.2 (Taschen)
- Graphic Design, Referenced (Rockport Publishers)
- The Web Designer's Idea Book (HOW Design)
- Print and Production Finishes for Promotional Items (RotoVision)
- Logology (Victionary)
- Two Faced (WIWP/IdN)
- CRACK World New Graphic Design 2007/2008 (Madison Books China)
- Tres Logos (Die Gestalten Verlag)
- Logo Design (Taschen)
- Zoom In Zoom Out (Victionary)
- Web Design: Music Sites (Taschen)
- It's A Matter of Illustration (Victionary)
- Black Day To Freedom (Beyond / University of Huddersfield)
- It's a Matter of Promotion (Victionary)
- It's A Matter of Identity (Victionary)
- Web Design: Studios (Taschen)
- Semi-Permanent 05: Sydney
- E-Project Vol.2 (PaoPaws)
- Taschen's 1000 Favorite Websites (Taschen)
- Design + Ideas v2.0 (RDYA)
- Rethink Redesign Reconstruct (HOW Design)
- DFF Point.Structure (Design For Freedom)
- Web Design Index 3 (The Pepin Press)
- Web Design Index 2 (The Pepin Press)
- Futurist's Guide to the Web (Sungood Books)
- Revolutionary After Effects 5.5 (Friends of Ed)
- 4x4 Photoshop and 3D (Friends of Ed)
- Permanent: Design is Kinky (IdN)
- Inertia 800\*600

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### Exhibits

- Brno Echo – 23rd International Biennial of Graphic Design, Brno/CZ
- Now Showing, London/UK
- BRAVIA Colour Rooms, London/UK and Berlin/DE
- Use Again, Antwerp/BE
- Computerlove "/Offline", Brussels/BE
- CineFeel, London/UK

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### Press

- .net magazine n° 198
- Creative Review, November 2009
- Computer Arts n° 167
- Computer Arts n° 164
- .net magazine n° 189
- .net magazine n° 188
- Computer Arts n° 160
- .net magazine n° 187
- .net magazine n° 186
- Computer Arts n° 158
- .net magazine n° 167 185
- Creative Review, July 2008
- Creative Review, April 2008
- Computer Arts n° 141
- Computer Arts Projects n° 100
- Computer Arts Projects n° 96
- Computer Arts n° 128
- Computer Arts n° 126
- Computer Arts Projects n° 87
- Empty Magazine n° 5
- Grafik 139
- Web Designing 2005 n°11
- SFX Magazine, August 2005
- MacUser Vol2, n°24
- Plugzine n°1
- Computer Arts Projects n°55
- K Magazine n°4
- H Magazine n°46
- Blank Magazine n°1
- Creative Review DVD 5
- Cre@te Online n°37
- Cre@te Online n°31
- Cre@te Online n°30
- Cre@te Online n°29
- Cre@te Online n°27
- Blueprint n°196
- DV Magazine n° 4
- IdN Magazine, Vol.7 n° 5
- FontShop Undercover n°4
- Addlct Magazine n°11

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### Speaking engagements

- Longlunch 37, Glasgow/UK
- Longlunch 32, London/UK
- Comic Expo 2007, Bristol/UK
- Comic Expo 2005, Brighton/UK
- FITC 2005, Toronto/CA
- Semi-Permanent 05, Sydney/AUS
- MadInSpain 2003, Madrid/ES
- OFFF 03, Barcelona/ES
- MultiMediaMadness 03, Kortrijk/BE
- RCA Antwerp, Antwerp/BE