

*elma nukic
portfolia*



illustration * graphic design * 2024

about



I am a Bosnia-based graphic design graduate and illustrator passionate about creating visuals that tell stories and connect with people. My work spans commercial illustrations, branding, and marketing campaigns, where I focus on crafting designs that are bold, memorable, and impactful. Each project is tagged to highlight its unique focus, making it easy to explore my diverse range of work.

[+ personal projects](#)

[+ freelance](#)

[+ agency work / via media](#)

content

FREELANCE PROJECTS

PET REVOLT
ROYAL WITH CHEESE

+ character design
+ merchandise design

#PREKULTURNE BOCE
SARAJEVSKI KISELJAK

+ character design
+ lable design

PLANNER 2025
SOC

+ character design
+ cover design

MALI VUCKO
OLYMPIC MUSEUM SA

+ character design
+ merchandise design

BOOK COVER
DESIGN

+ illustration
+ cover design

PERSONAL PROJECTS

NARODNA NOŠNJA
BOSNE I HERCEGOVINE

+ character design
+ poster illustrations

ILLUSTRATION
SHOWCASE

+ character design

CERES & CALYPSO
DEEP INTO TIME

+ book design

AGENCY WORK / VIA MEDIA

BINGO ZA BEBE
BINGO GROUP

+ cpr campaign
+ character design



pet revolt
royal with
cheese



Revolt Clothing: authentic, grunge, and unique. For those who defy the mainstream. Our pet-friendly collection is for true pet lovers—because cute is the new punk. Pet Revolt features two main characters: Žučo, an orange cat, and Lili, the sweetest of sweet dogs. Both are inspired by real, lovable pets.

+ freelance project

+ character design

+ merchandise design

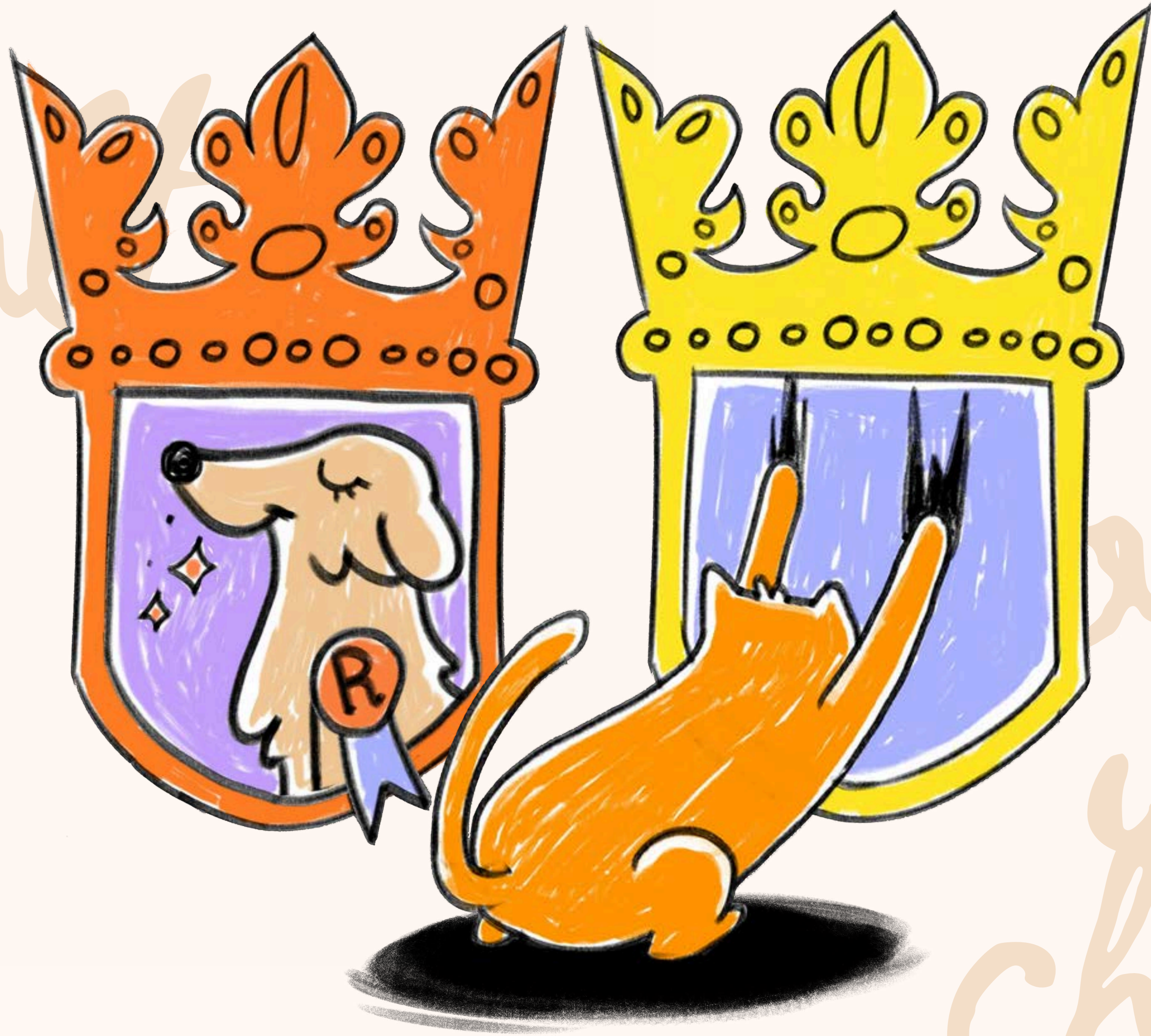








pet
rewards



royal
youth
cheese

#prekulturne
boce

sarajevski
kiseljak



“Generation of Love” is the most comprehensive expression that characterizes our young generations. Filled with a desire to learn about the world around them, both in the pursuit of modern life and in a complete understanding of the importance of returning to nature - they spread love and energy that calls everyone to ecological awareness, and to the very importance of our interpersonal relationships.

+ freelance project

+ character design

+ lable design



Sarajevski
kiseljak



Sarajevski

kiseljak



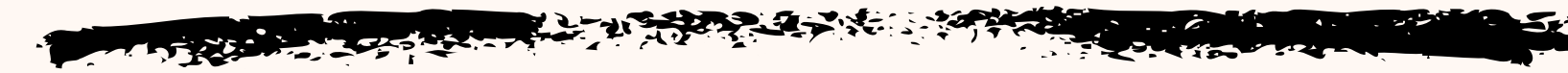
Sarajevski
kiseljak



Sarajevski
kiseljak

planner 2025

sarajevski
otvoreni centar

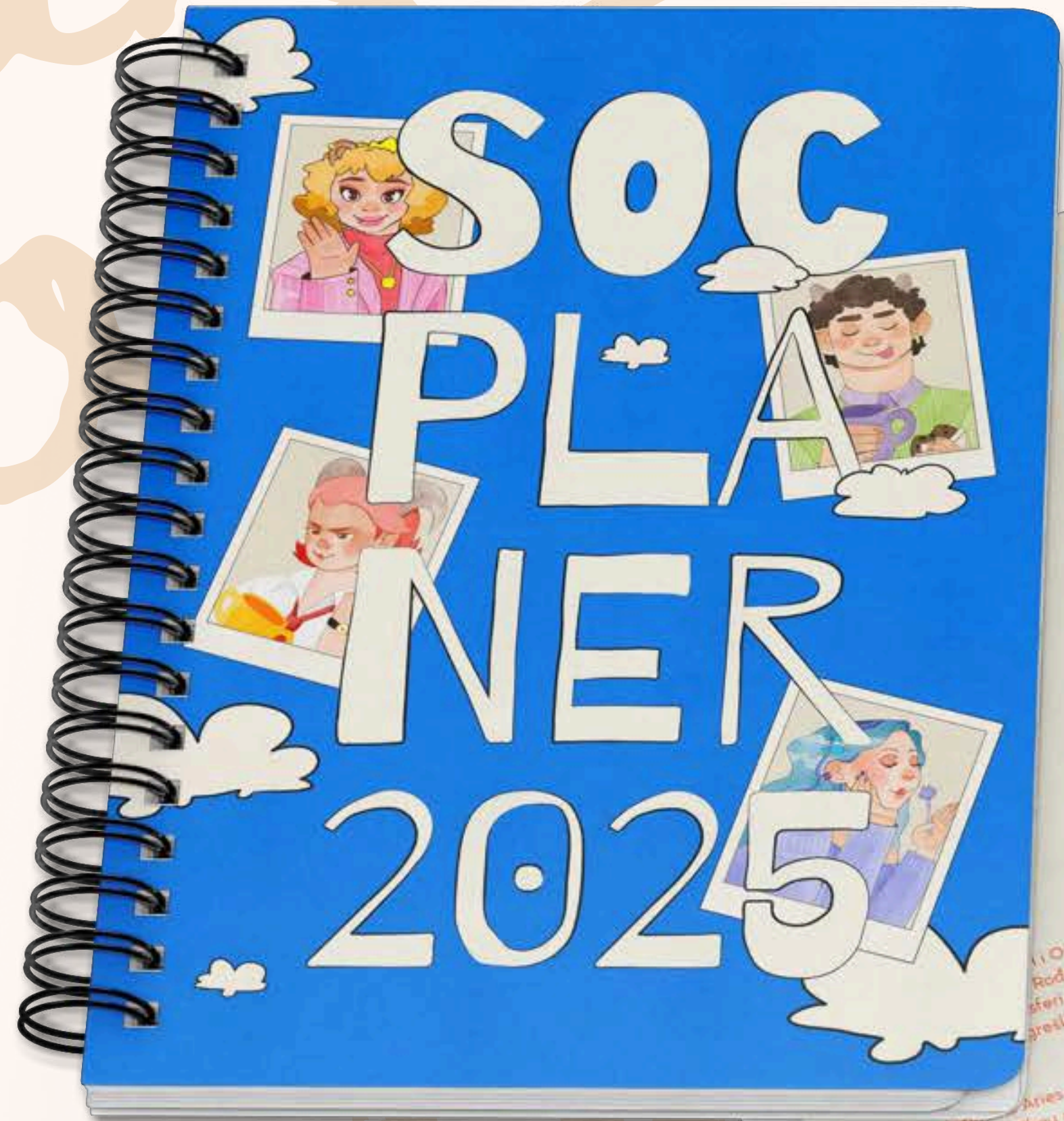


For the 2025 planner by Sarajevski Otvoreni Centar, I designed 12 unique characters, each representing a zodiac sign. The vibrant and lively illustrations capture the essence of each sign, bringing personality and energy to every month of the year. This project blends bold creativity with thematic storytelling, making the planner an engaging and visually dynamic experience.

+ freelance project

+ character design

planer
2025



Unstoppable. Aries are energetic and ambitious individuals. They are born leaders, both in private and business life. While they work, they also run, swim, correct other people's mistakes, and of course they're always right!

! Ovnice su energične.
Rođene vode - kako u životu,
sferi. Dok rade, i trče, i plivaju,
greške, i naravno, uvijek su

planer
2025









sac



planner
2025



book cover
design

buybook

I design book covers using illustration, collage, and a variety of styles to capture the essence of each story. My approach adapts to the tone and themes of the book, creating visuals that resonate with readers and stand out on the shelf.

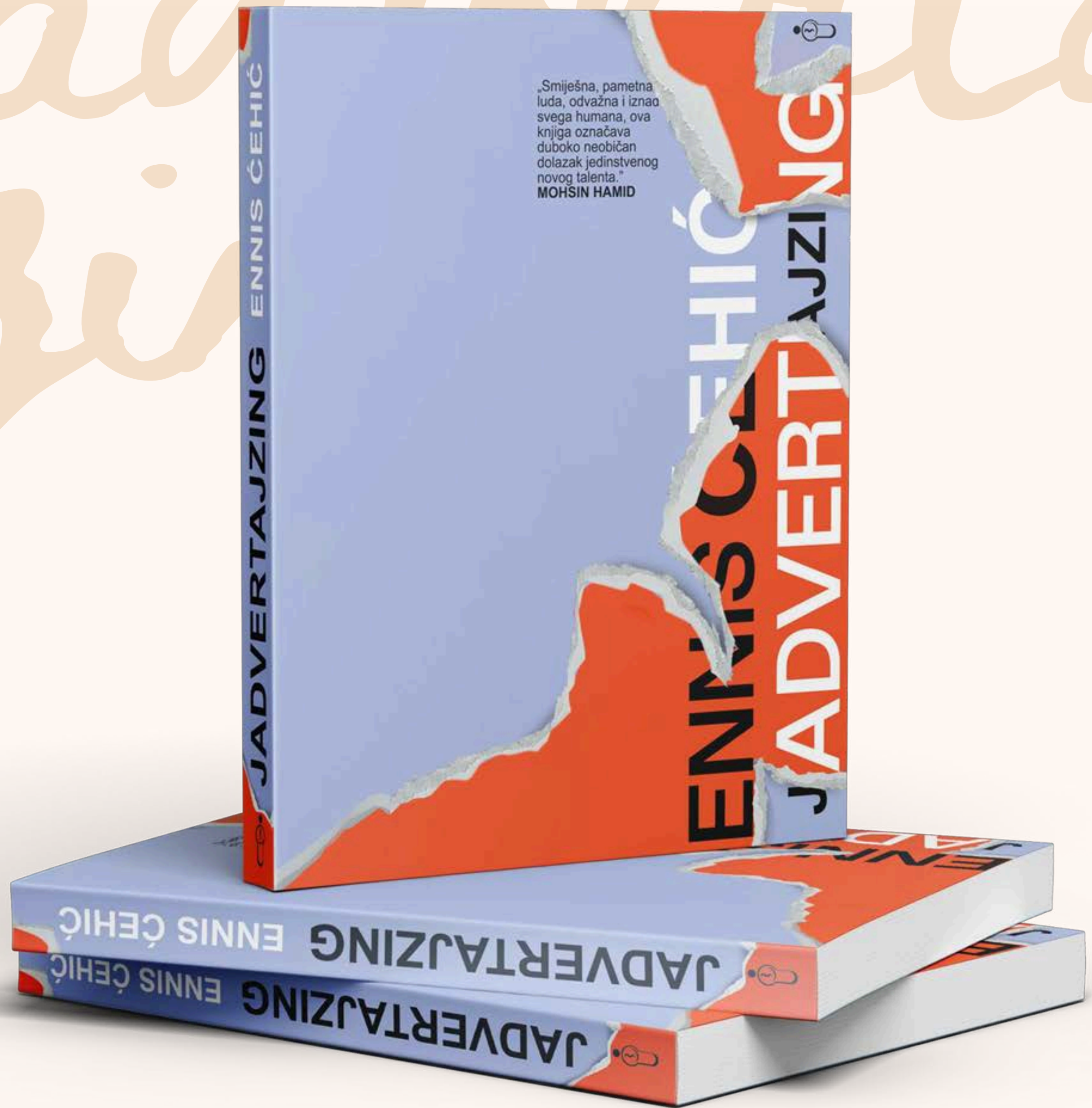
+ freelance project

+ illustration



osmi dan u sedmici

lad...
Zi...
...tal



* Suggestion for redesign.

mali vucko

*olimpijski
muzej sarajeva*

For the Olympic Museum, I reimagined the beloved Vucko, mascot of the Sarajevo Olympics, as a playful and endearing wolf cub. This fresh take on the character brings nostalgia and charm, perfect for modern merchandise. The project focuses on connecting past Olympic heritage with a contemporary audience, ensuring Mali Vucko resonates with both locals and visitors alike.

+ freelance project

+ character design

+ merchandise design







Olimpijski muzej Sarajevo



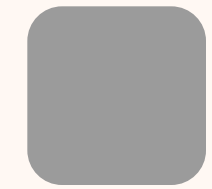
Olimpijski muzej Sarajevo



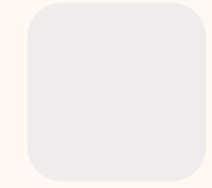
Olimpijski muzej Sarajevo



747474



ACACAC



F1EDED



5AA2DF



F26027



E62406





mali
wucko



mpic
useum
sarajevo



folk wear of bosnia
and herzegovina
2022

graduation
thesis

Through eight illustrations, traditional Bosnian clothing is merged with modern settings, exploring how cultural attire shapes identity. Aimed at educating and inspiring younger generations, the project bridges past and present, highlighting tradition's enduring role in identity.

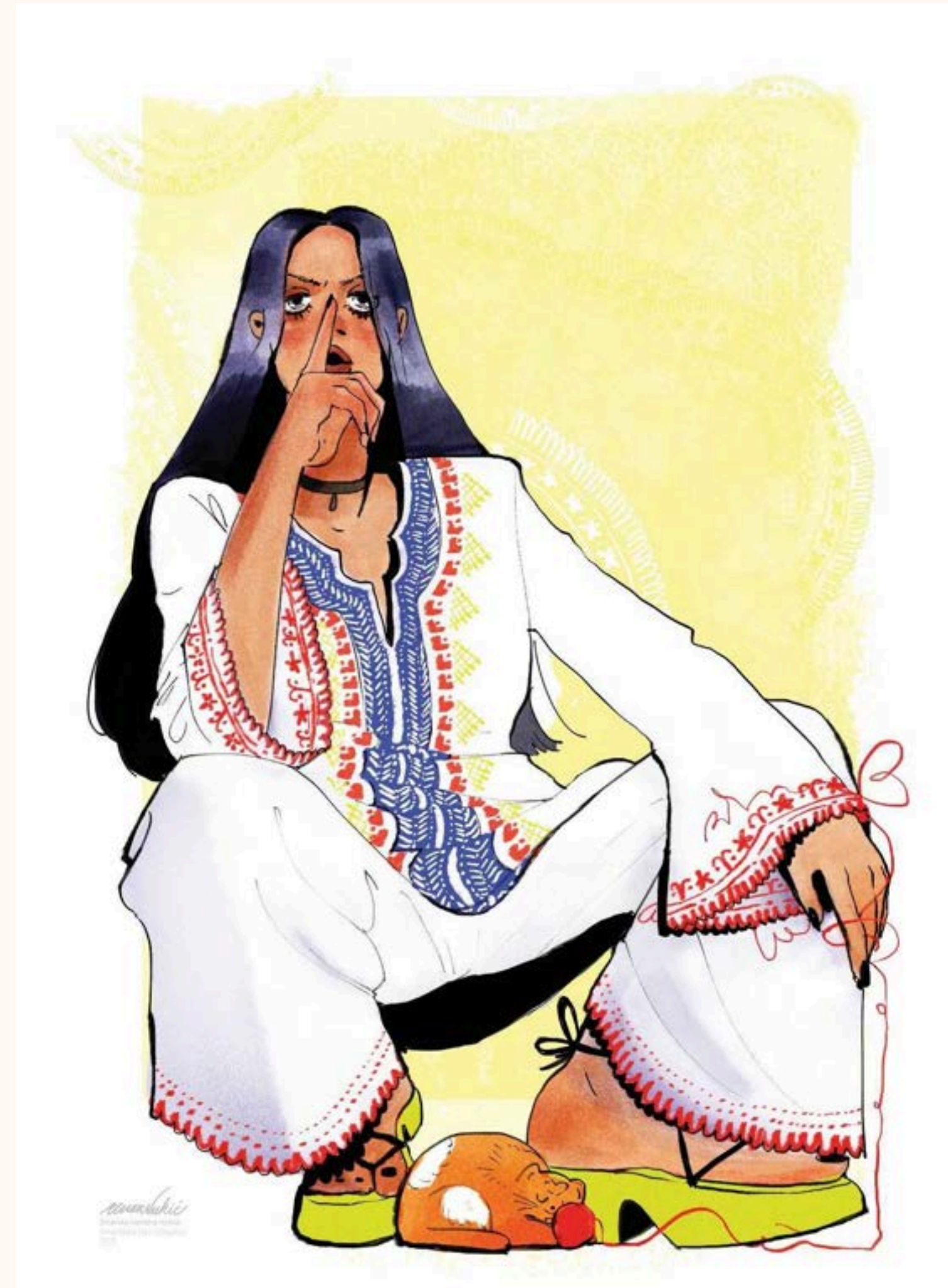
+ personal project

+ character design

Gradska narodna
nošnja. / Urban
folk wear.



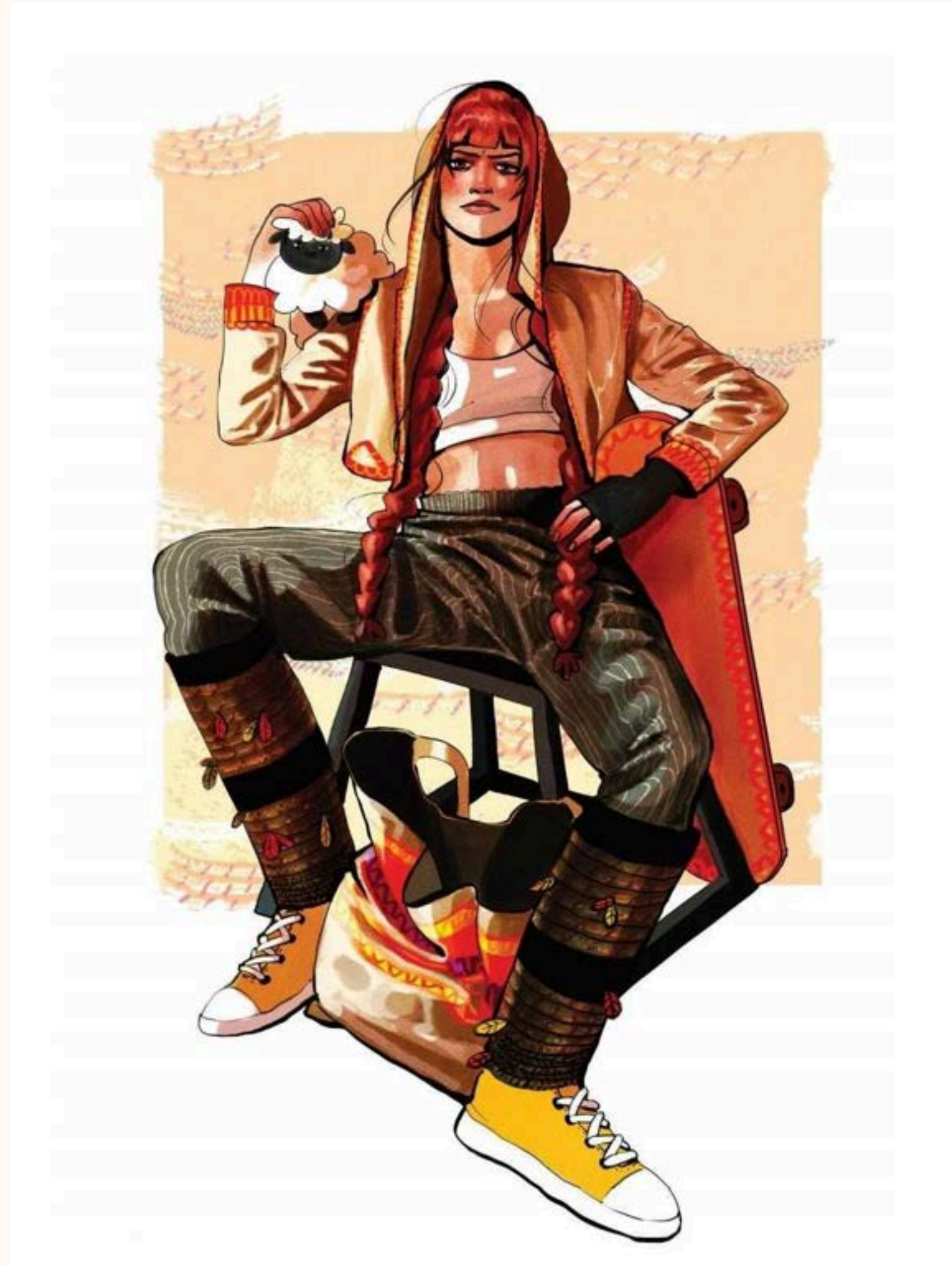
Dinarska narodna
nošnja. / Dinaridic
folk wear.



Left:
Based on traditional
summer clothing.
Right:
Based on traditional
wedding clothing.



Dinarska narodna
nošnja. / Dinaridic
folk wear.

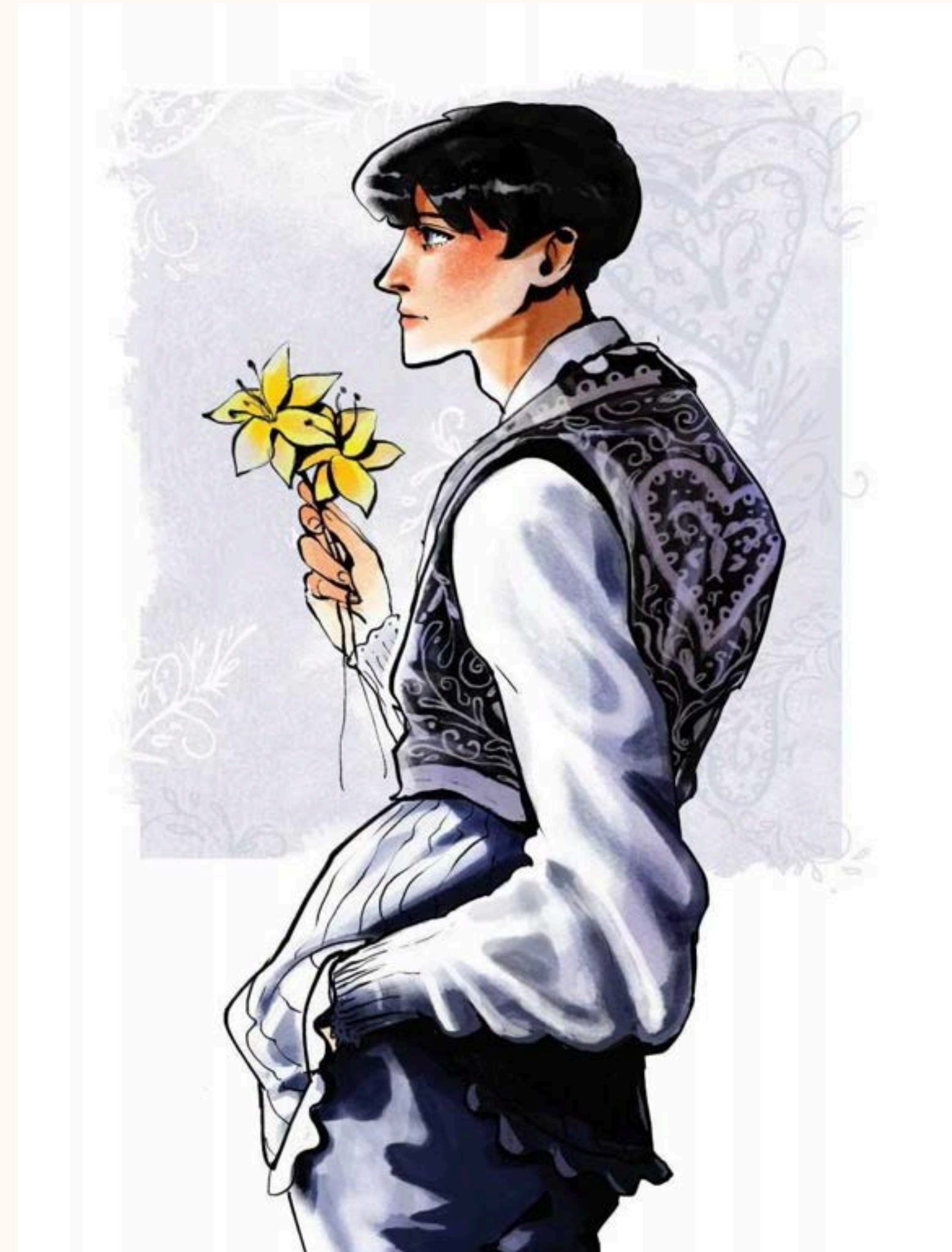


*Based on traditional
winter clothing.*

Dinarska narodna
nošnja. / Dinaridic
folk wear.



*Character designs used for showing
the whole costume / folk wear.*



Posavska narodna
nošnja. /Posavian
folk wear.

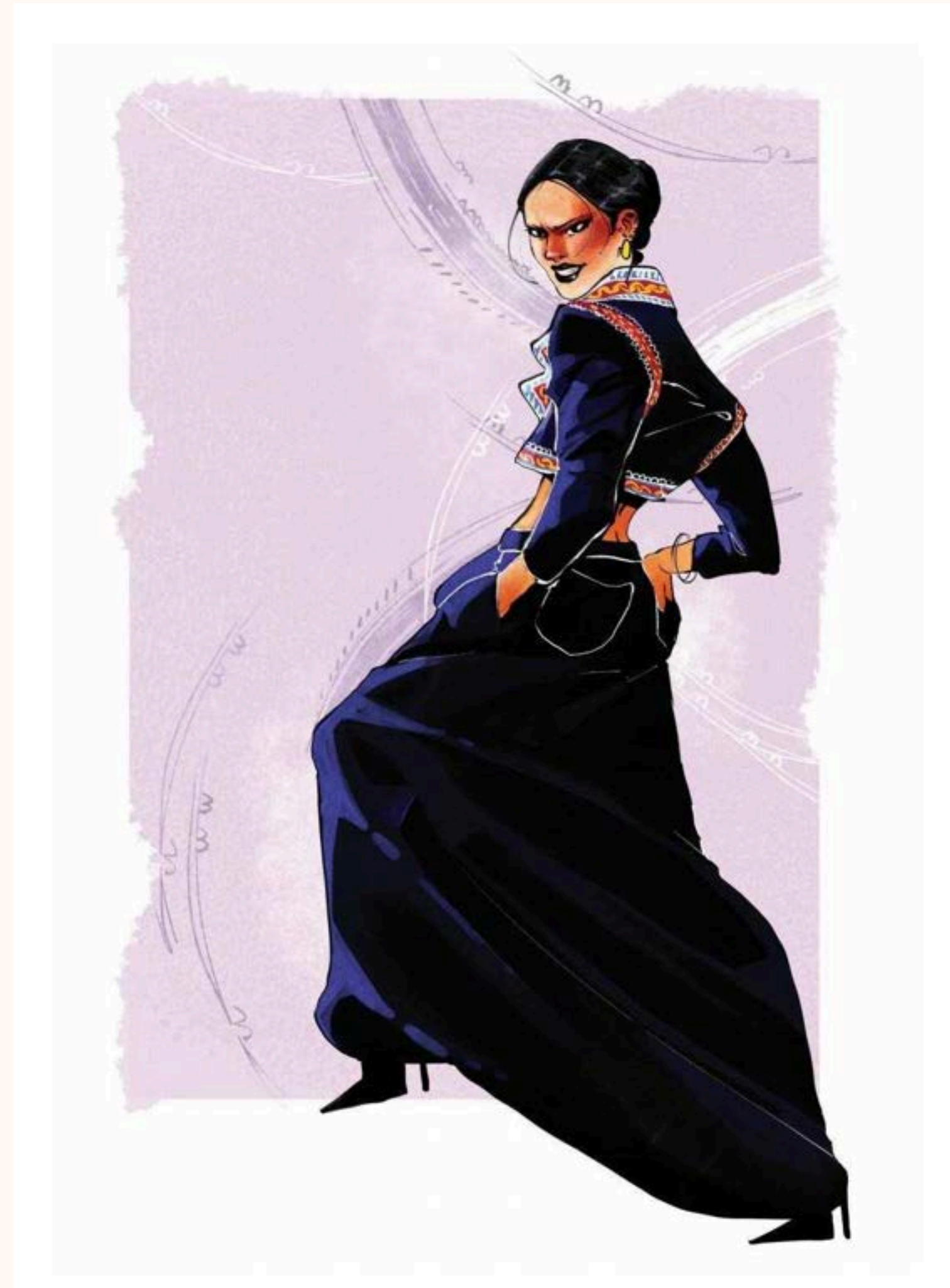
*Based on traditional
summer clothing.*

Posavska narodna
nošnja. /Posavian
folk wear.



*Character designs used for showing
the whole costume / folk wear.*

Srednjobosanska narodna nošnja.
/Central Bosnia folk wear.



*Character designs used for showing
the whole costume / folk wear.*



Gradska narodna
nošnja. /Urban
folk wear.



*Character designs used for showing
the whole costume / folk wear.*

narodna
gostinja
bosne i
hercegovine



ceres &
calypso deep
into time

by
candy claws

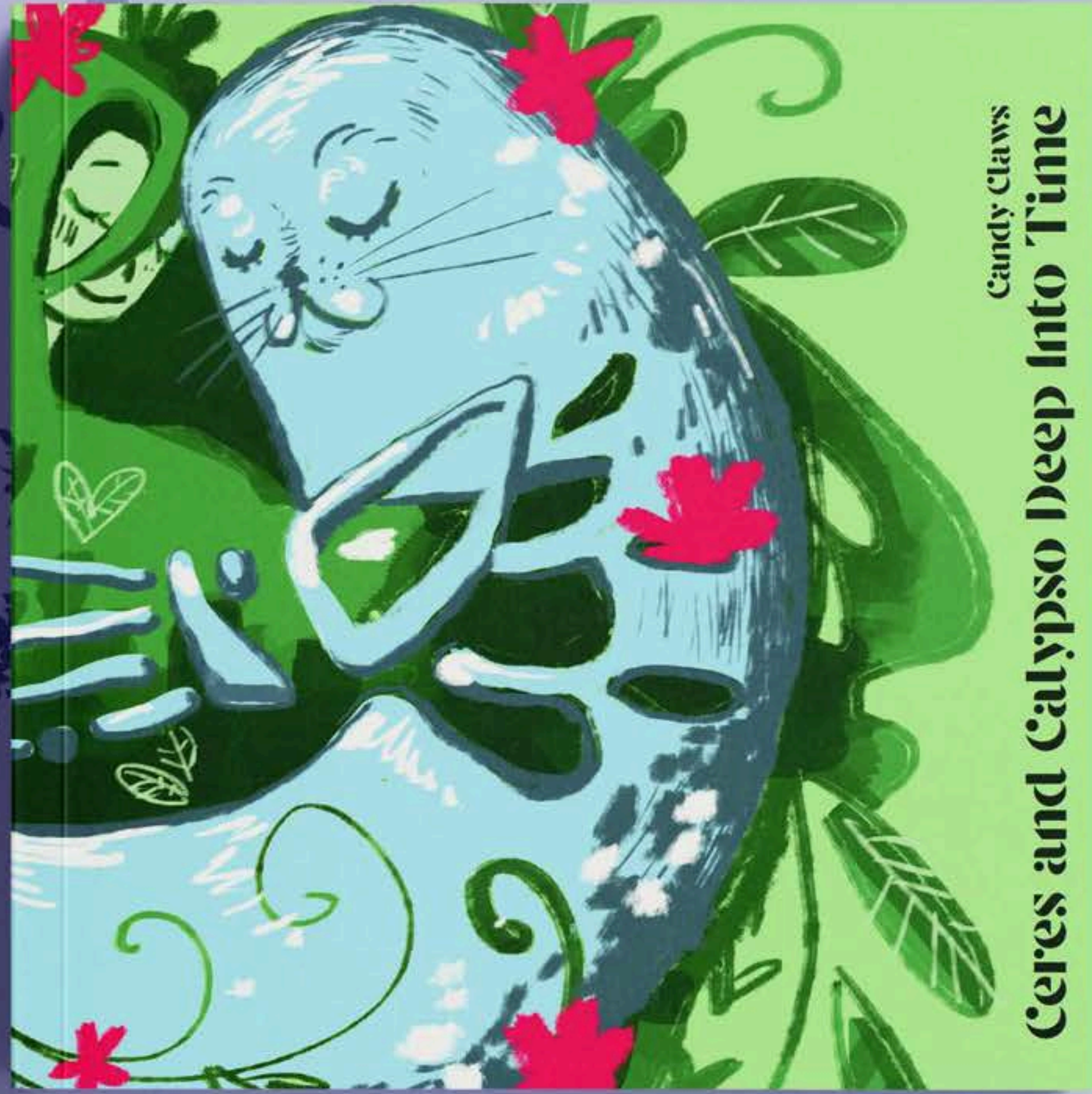


Inspired by Ceres & Calypso Deep Into Time by Candy Claws, I illustrated a book that brings the album's story to life. Each song features a spread illustration paired with lyrics on translucent paper, reflecting the album's shoegaze melodies and creating a tactile, immersive experience.

+ personal project

+ book design

ceres & calypso
comes deep
time



Candy Claws
Ceres and Calypso Deep Into Time





TRANSITIONAL BIRD

Layers of green above
Where is the beginning
Sun rising tries to catch
A glimpse
Of forest floor a branch
(black feathered wings)
Falling through air (ready to jump)
On sudden sound of wind begin to soar
Transitional bird
When we hear
We make a listening sound
Moon rising exchanges
Secrets with the leaves
Sitting with you in a tree
In soft rain feeling there's
Time here for everything
On sudden sound of wind begin to soar
Transitional bird
When we hear
We make a listening sound
Transitional bird
When we hear
Transitional bird
When we hear
We make a listening sound

FELL IN LOVE

Zigzag of dragonflies
Deep risks of light in uneven wings
Brown and green
Shallow stream
New sudden life arrives
(At the edge to drink)
Red clay-colored
Clouds low
Ferns ginkgoes cycads
Horsetail reed beds
Many places the wind finds
A music is easily made
Red (zig) clay (zap) col- (off) -ored (drag-)
Clouds (-gon-) low (-flies)
Ferns, (deep) ging- (rise-) -oes,
(-es) cy- (off) -cads (light)
Horse- (in) -tail (off) reed(-ev-) beds (-en)
Ma- (wings) -ny (breath) pla- (den) -ces (green)
The (shad-) wind (-low) find's (stream)
A (new) mus- (aud-) -ic (-den) like arrives
(At the edge to drink)



INTO THE DEEP

Wild wind hidden lands
Parched riverbeds, harsh desert land
We listen for the water's edge
(we listen for the edge)
Earth recovering
Twenty million years
In silent time
Strange new life (strange new life)
Will appear
North and South Poles
Green flow of trees
Lands drifting toward water
Lands drifting toward land
Earth recovering
Twenty million years
In silent time
Strange new life (strange new life)
Will appear





Ceres and Calypso
Deep in Time
Candy claws

ceres &
calypso deep
into time

by
candy claws



illustration
showcase

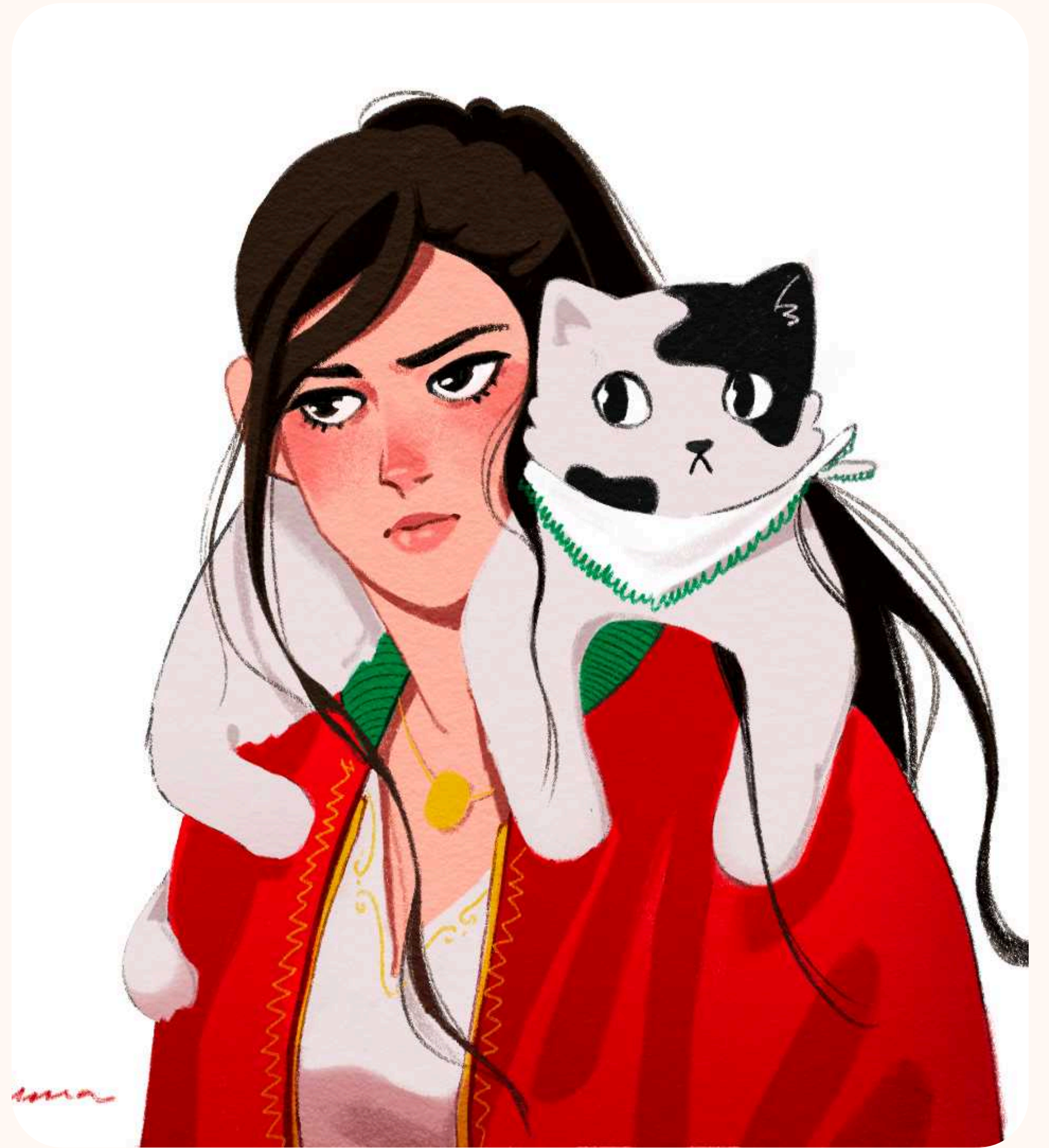
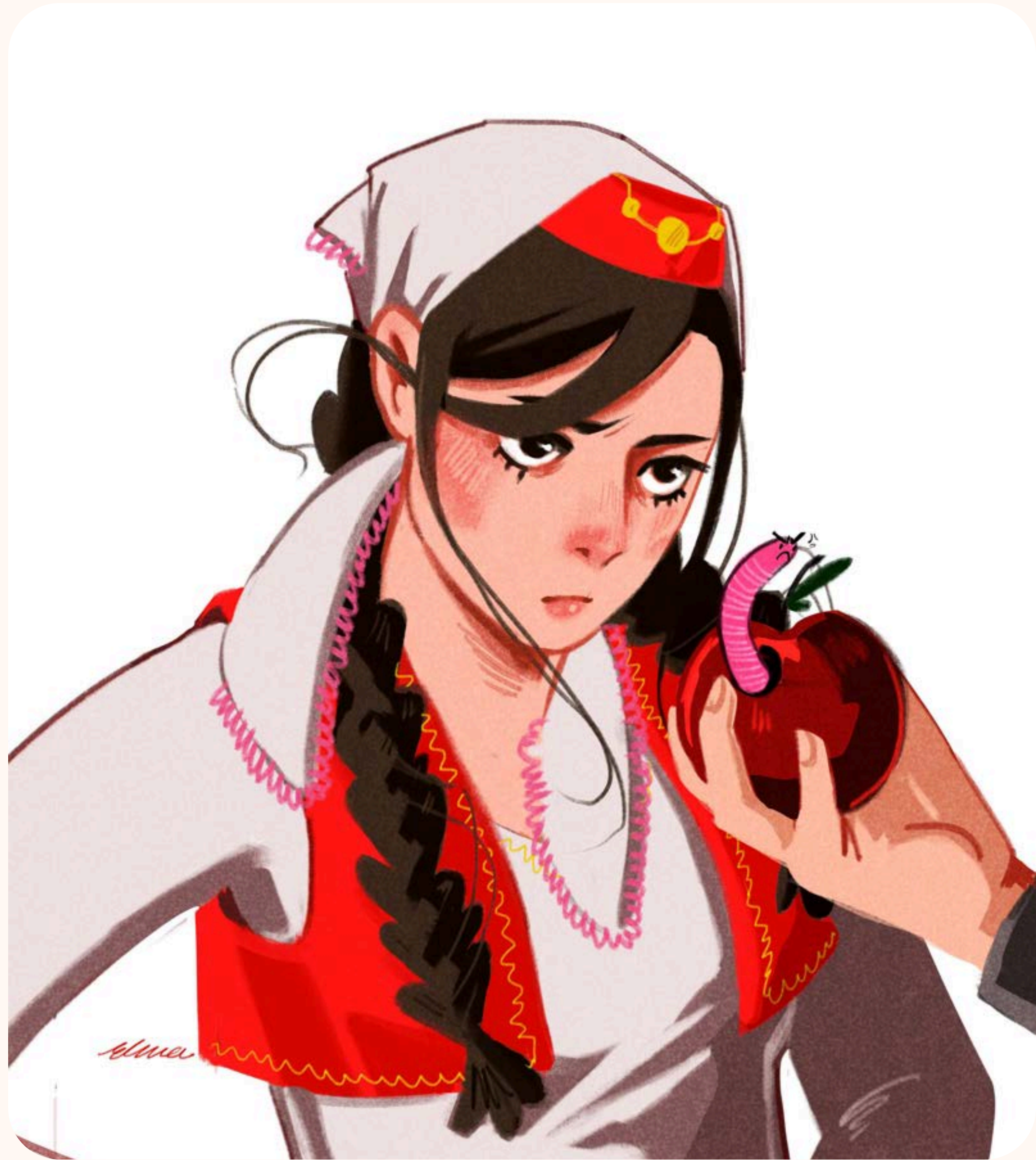












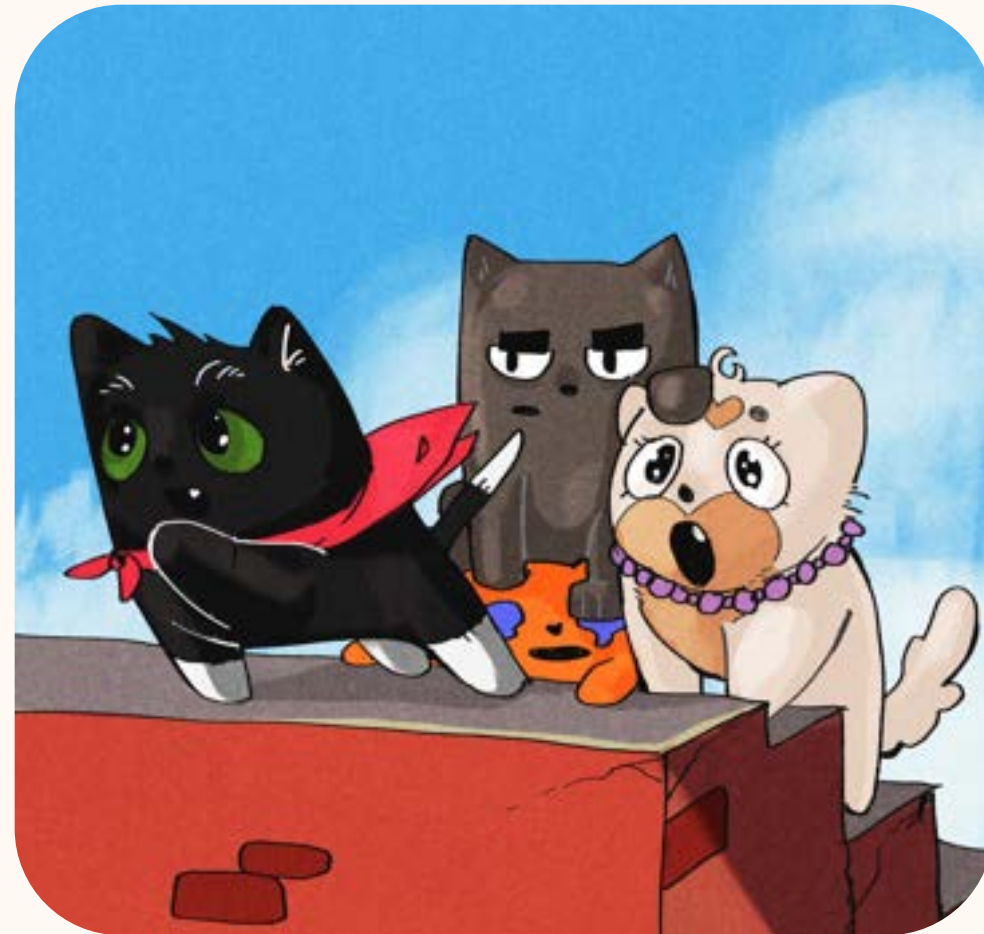




illustration
showcase



*Bingo za bebe
bingo group*



“Bingo za Bebe” is a socially responsible campaign created by Bingo Group and executed by Via Media to support young families by making baby products more affordable.

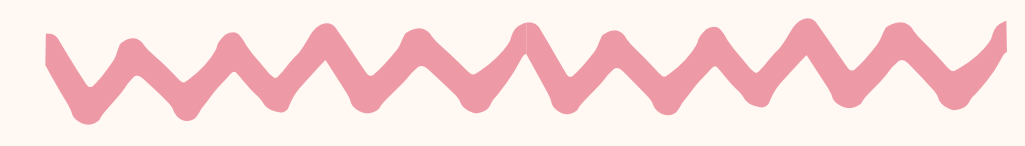
My role: Visual development, logotype, and key illustration design, transforming the stork into a unique brand character in 2024. From concept to execution, I ensured consistency across all materials—billboards, TVC storyboards, social media visuals, and promotional items.

+ agency project / via media

+ character design



The campaign's original 2023 design featured a simple stork icon from stock elements. As Bingo's first initiative in socially responsible branding for young families, the visual approach focused on clarity and familiarity.





3 **Bingo** **za bebe**

0% **marže**
na hranu
za bebe i to
do kraja godine

Bingo za bebe

0% marže
na hranu
za bebe i to
do kraja godine

Bingo za bebe

0% marže
na hranu
za bebe i to
do kraja godine

Bingo za bebe

0% marže
na hranu
za bebe i to
do kraja godine





In 2024, I transformed the Bingo za Bebe campaign with an original stork character, establishing a unique brand identity. I led the visual development across billboards, TVC storyboards, social media, and promotional items, ensuring a cohesive and impactful presence.

 **Bingo**
za bebe



marže

na hranu za bebe
i to do kraja godine



bingo_bih

Bingo za bebe



marže
na hranu za bebe
i to do kraja godine

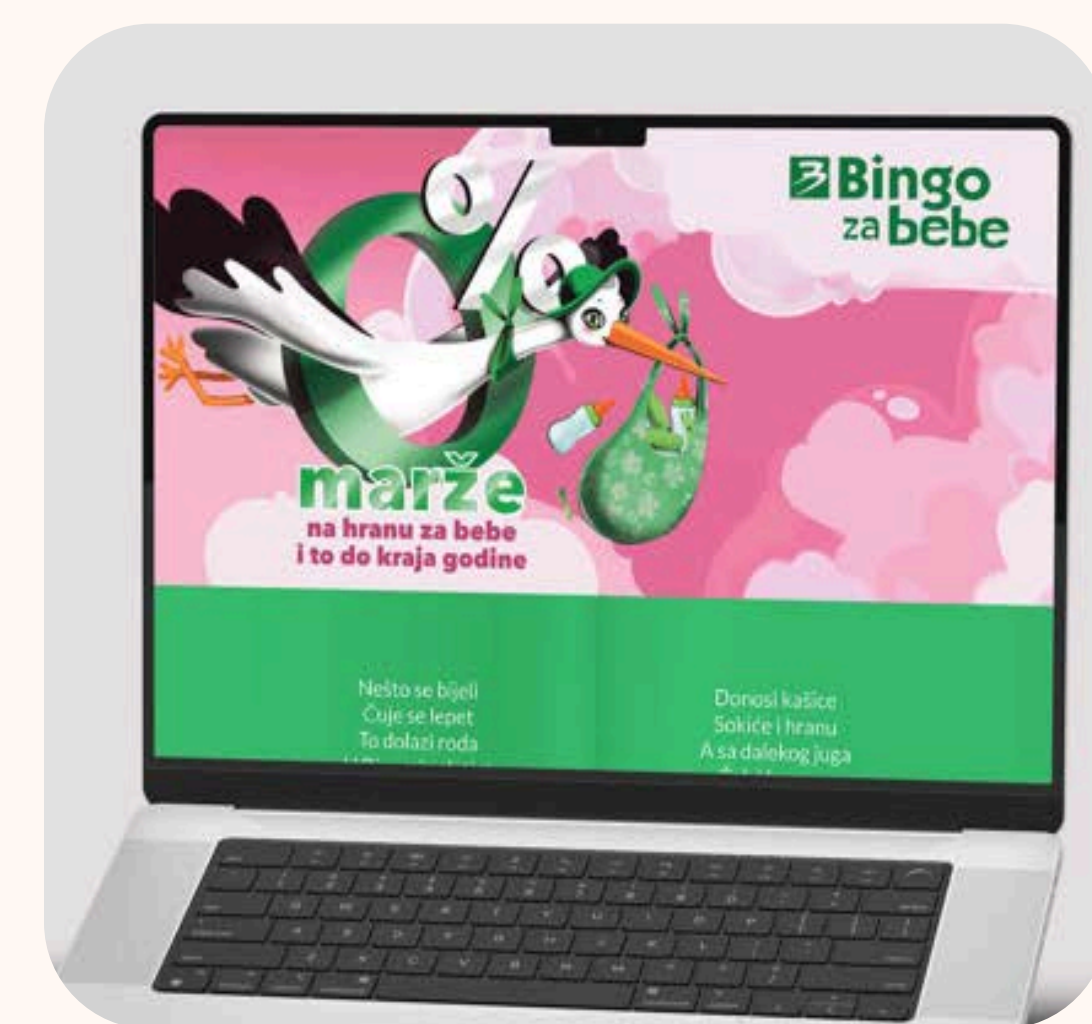


bingo_bih

Bingo za bebe



marže
na hranu za bebe
i to do kraja godine





The “Bingo za Bebe” campaign evolved into “Bebin Prvi Meni,” centering around a cookbook with healthy recipes for young families. This phase featured additional visuals for billboards, TVCs, and social media, maintaining the stork character as a unifying visual.

 **Bingo**
za bebe



Bebin
PRVI meni



bingo_bih

Bingo za bebe



marže
na hranu za bebe
i to do kraja godine



bingo_bih

Bingo za bebe

-32%

SVJEŽA BUNDEVA 1KG

0,65 KM

0,95KM



**Bebin
PRVI meni**

21-27.10.

PREUZMI bebin PRVI
meni na bingo.ba

bingo group

bingo

za bebe

 **Bingo**
za bebe

let's keep in touch!

Don't be shy reach out to me
via my e-mail address:
elmanukic0@gmail.com

You can check out what I'm
working on at the moment
via instagram & linkedin:
@xelmao

