

PORTFOLIO
elma nukić

illustrator
graphic designer



ABOUT

ILLUSTRATION

GRAPHIC DESIGN

CHARACTER DESIGN

I am a Bosnia-based illustrator and graphic designer with a passion for creating impactful visuals that connect with audiences. From bold campaigns to intricate character designs, my work is driven by originality and purpose. With experience in branding, marketing, and illustration, I focus on turning ideas into meaningful designs that tell a story.

CONTENT

FREELANCE / illustration, character design, visual identity

PET REVOLT
ROYAL WITH CHEESE

*character design
clothing*

#PREKULTURNE BOCE
SARAJEVSKI KISELJAK

*label design for packaging
character design*

MALI VUČKO
OLYMPIC MUSEUM SA

*character design
merchandise*

VARIOUS
POSTERS

*theater, movies
and other various posters*

ILLUSTRATIONS

NARODNA NOŠNJA
BOSNE I HERCEGOVINE

*character design,
series of illustrations*

PHOTO
ILLUSTRATIONS

*illustrations and
photography combined*

AGENCY WORK / via media / campaigns, visual identity

BINGO ZA BEBE
BINGO GROUP

*cpr campaign
character design*

ČOKOŠIŽ
LACTALIS

*social media campaign
visual identity*

PACKAGING DESIGN
BINGO GROUP

*illustration,
photography*

PET REVOLT

ROYAL WITH CHEESE

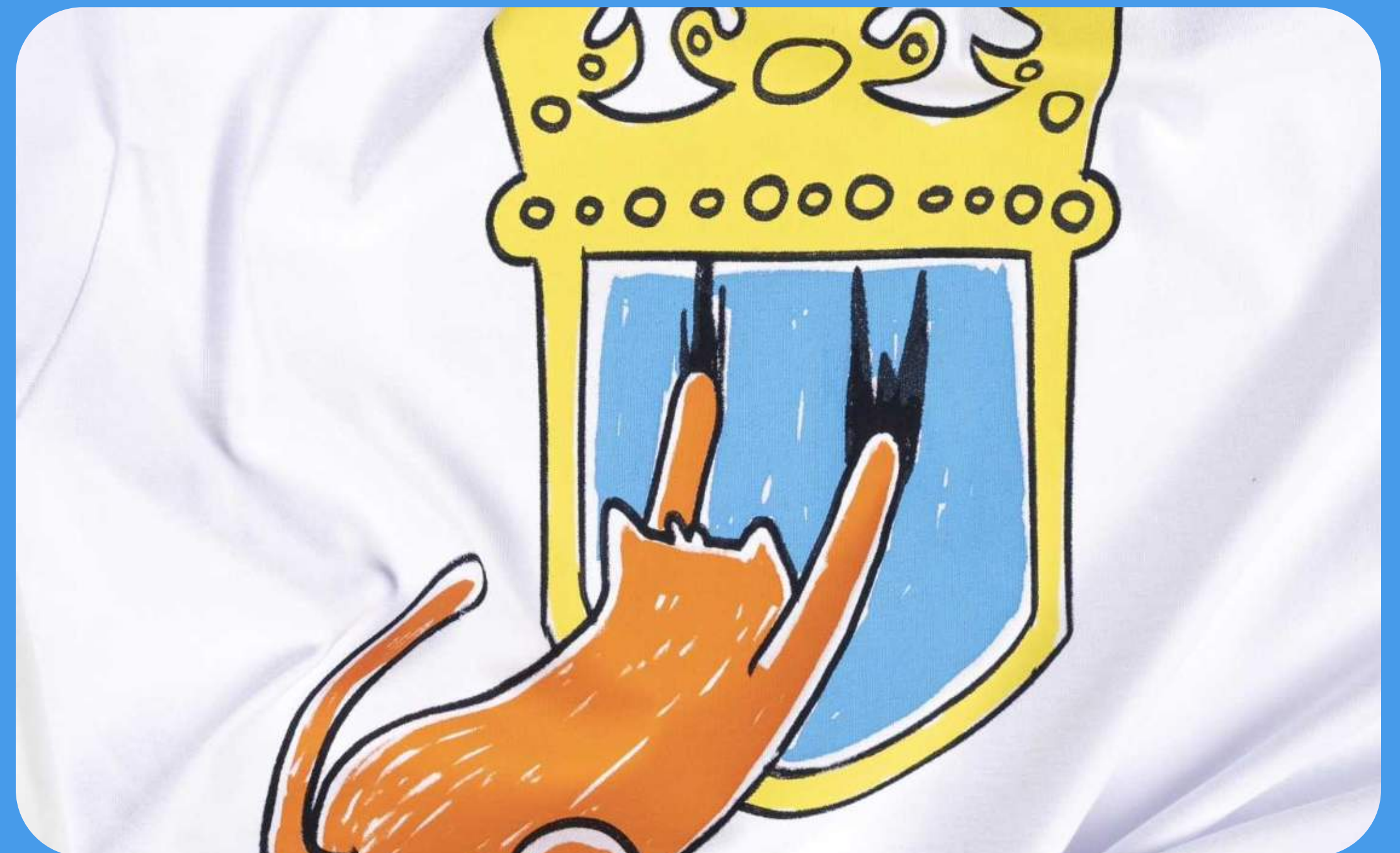
T-SHIRT DESIGN

CHARACTER DESIGN

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.

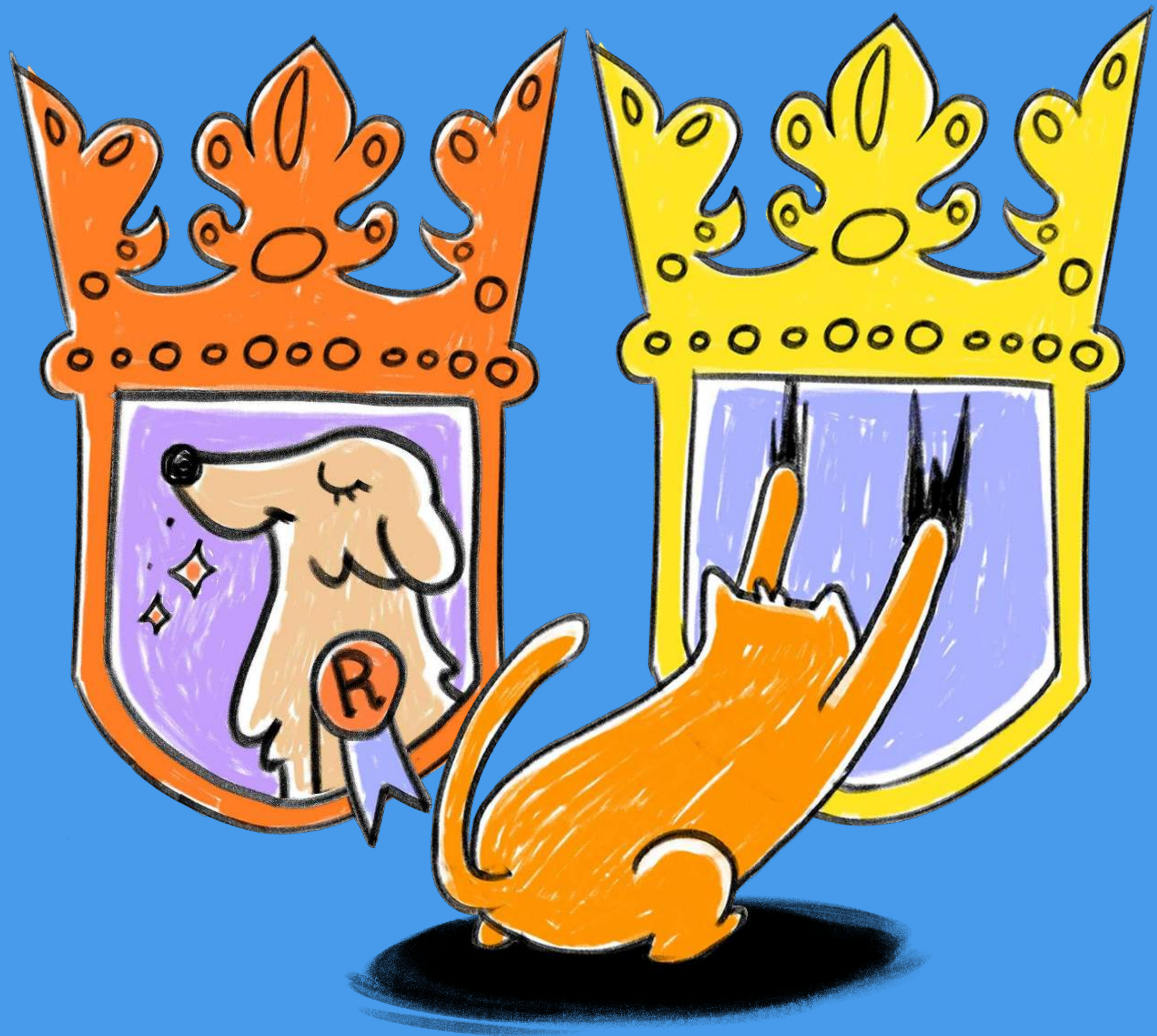
Pet Revolt features two main characters: Žučo, an orange cat, and Lili, the sweetest of sweet dogs. Both are inspired by real, lovable pets.











GENERACIJA
LJUBAVI
SARAJEVSKI
KISELJAK

LABLE DESIGN

CHARACTER DESIGN

SOCIAL RESPONSIBILITY

“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.



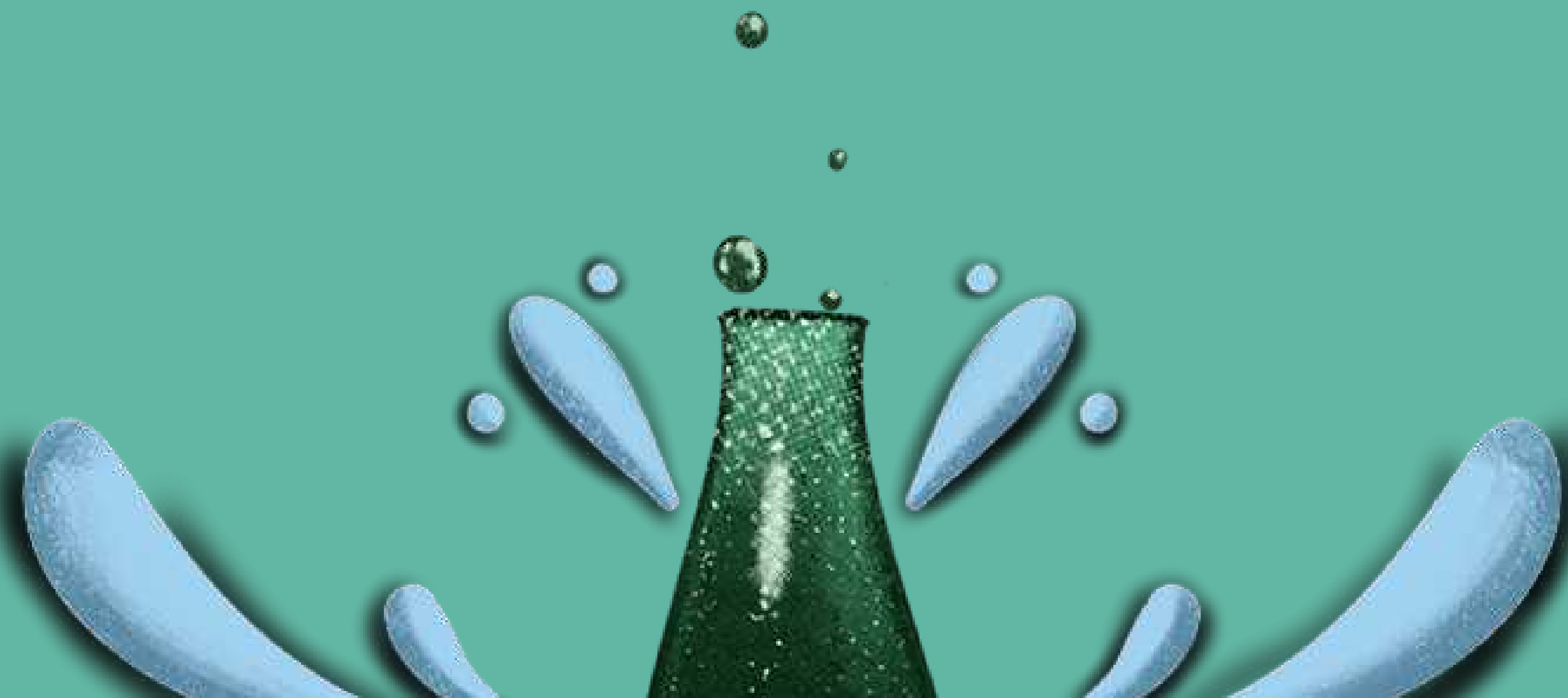
Sarajevski

kiseljak





The label presents a glass bottle that refers to ecological awareness, which arises from but also results in something that connects us all - and that is love.





MALI
VUČKO
OLIMPIJSKI
MUZEJ
SARAJEVO

MERCHANDISE

CHARACTER DESIGN

For the Olympic Museum, I reimagined the beloved Vučko, 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 Vučko resonates with both locals and visitors alike.





Olimpijski
muzej
Sarajevo



Olimpijski
muzej
Sarajevo



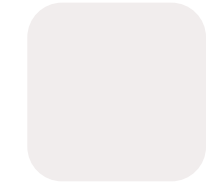
Olimpijski
muzej
Sarajevo



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VARIOUS POSTERS THEATER MOVIES

POSTER DESIGN

PHOTO EDITING

ILLUSTRATION

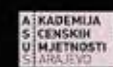
These posters for theater plays and student films combine bold aesthetics and innovative techniques to make a statement. Each design captures the essence of the story with striking visuals, showcasing my ability to push creative boundaries.

SRCE



ULOGI: Alisa Radaković i Marko Capor

REŽISER: Gvozden Ilić PRODUCENTI: Mia Avdagić, Benjamin Čengić i Kerim Mašović
SCENARISTA: Vida Davidović DIREKTOR FOTOGRAFIJE: Jana Anđić SCENOGRAFIJA: Aja Pustahija KOSTIMOGRAFIJA: Vukadin Filipović
MAKE UP DIZAJNER: Lamija Hadžihasanović-Homarac DIZAJN ZVUKA: Damir Prohić KOMPOZITOR: Miloš Stevanović MONTAŽER: Neda Živanović



HEARTBEAT



CAST: Alisa Radaković i Marko Capor

DIRECTOR: Gvozden Ilić PRODUCERS: Mia Avdagić, Benjamin Čengić i Kerim Mašović SCREENWRITER: Vida Davidović
DIRECTOR OF PHOTOGRAPHY: Jana Anđić SET DESIGNER: Aja Pustahija COSTUME DESIGNER: Vukadin Filipović MAKE-UP DESIGNER:
Lamija Hadžihasanović-Homarac SOUND DESIGN: Damir Prohić MUSIC COMPOSER: Miloš Stevanović EDITOR: Neda Živanović





Handwritten Cyrillic text: МАЈКА ХРАБРОСТ

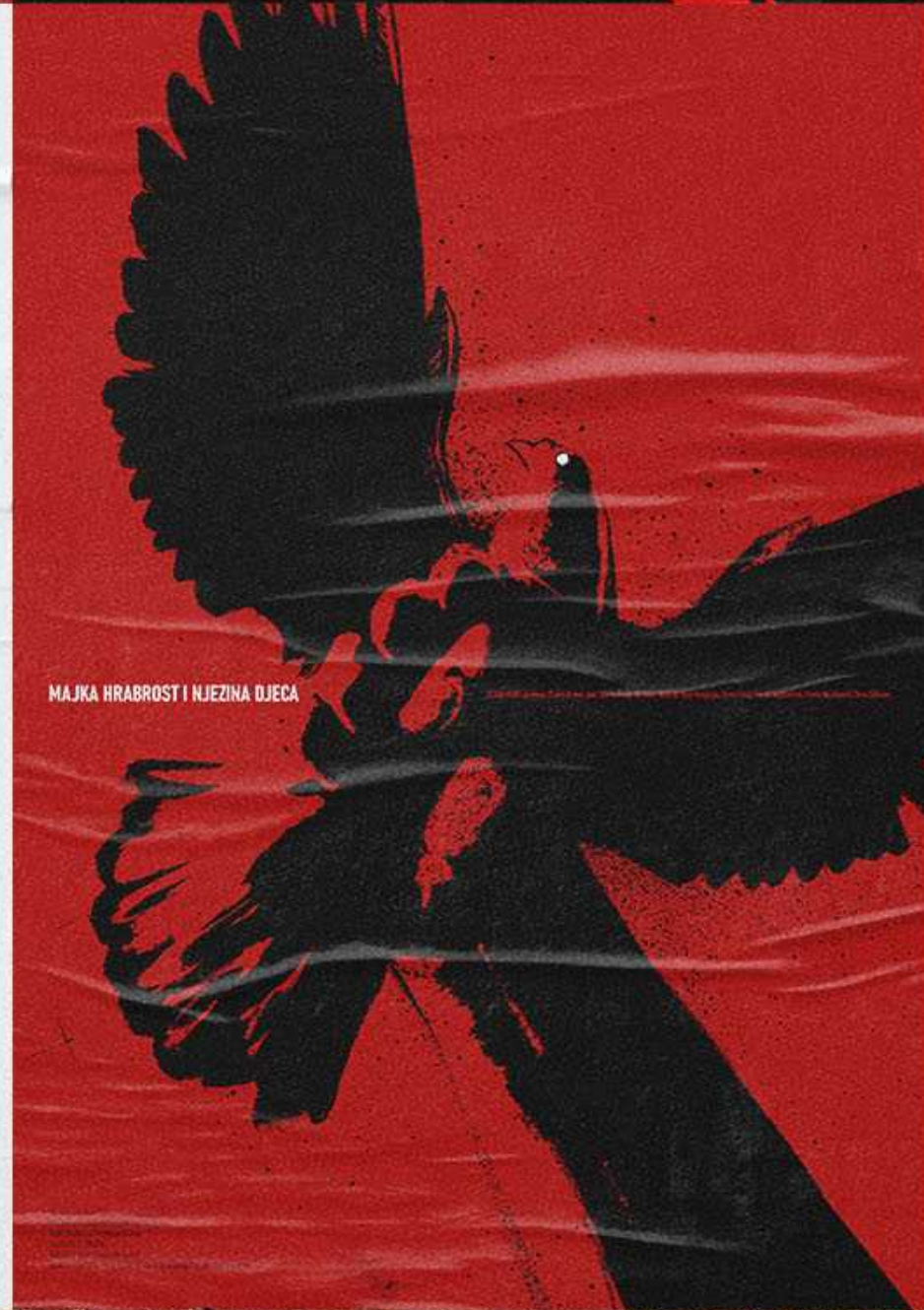


MAJKA HRABROST I NJEZINA DJECA

© 2010 VSC, producer: Tom Brax, and: Steve Phipps World, USA: B. Alan Kopylov, Dina Falc, Ferat Rylford, Paris Nordant, Tara Selton

© 2010 VSC, producer: Tom Brax, and: Steve Phipps World, USA: B. Alan Kopylov, Dina Falc, Ferat Rylford, Paris Nordant, Tara Selton





FOLK CLOTHING REIMAGINED 2022

CHARACTER DESIGN

ILLUSTRATION

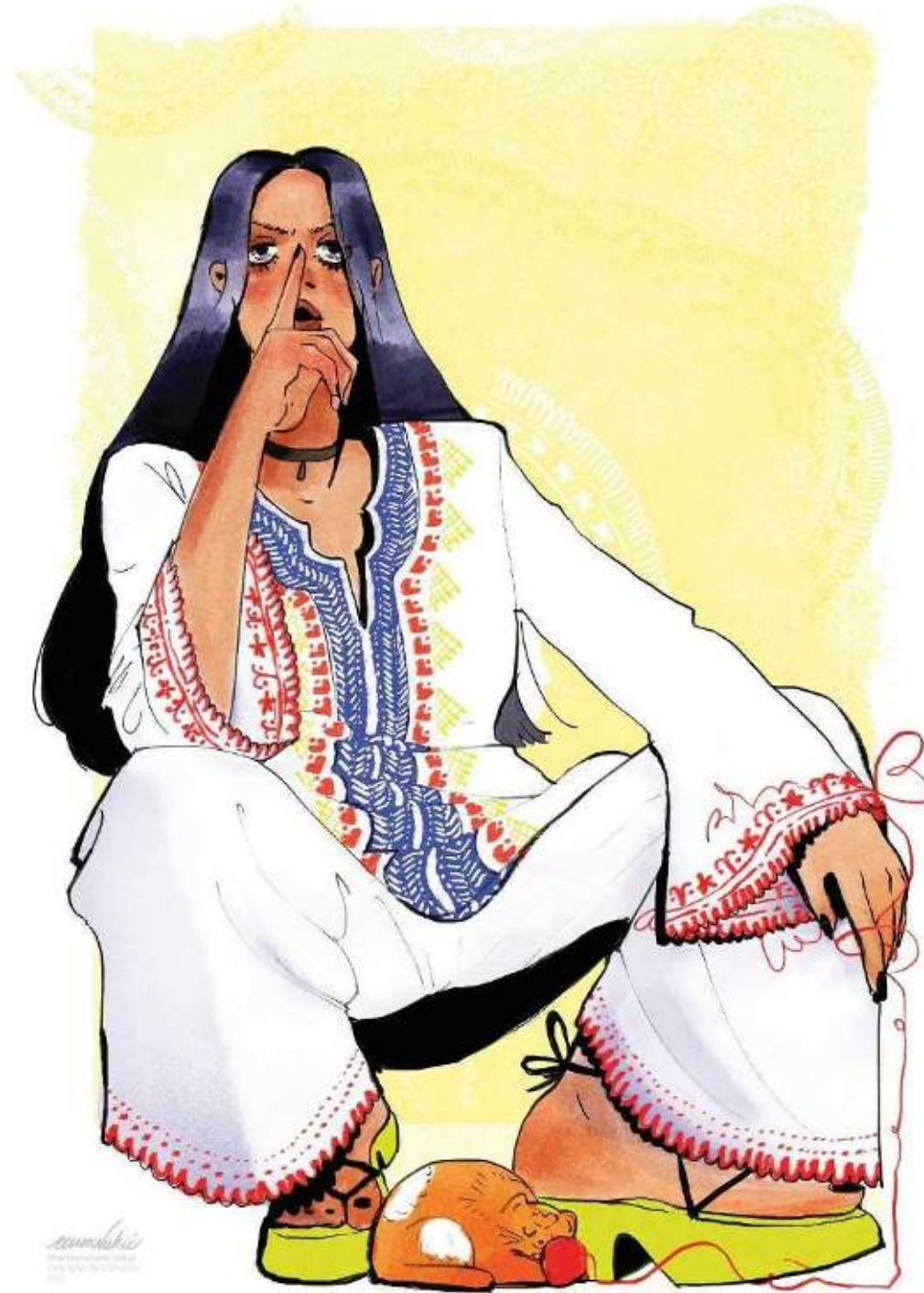
Through eight illustrations, traditional Bosnian clothing is merged with modern settings, exploring how cultural attire shapes identity. Aimed at educating and inspiring younger generations, the project bridges past and present, highlighting tradition's enduring role in identity.





Character Design

Urban traditional clothing



Illustrations

Dinaric traditional clothing



Illustrations

Central bosnian and Posavian traditional clothing



Character Design

Central bosnian, Posavian and Dinarid traditional clothing

PHOTO ILLUSTRATIONS

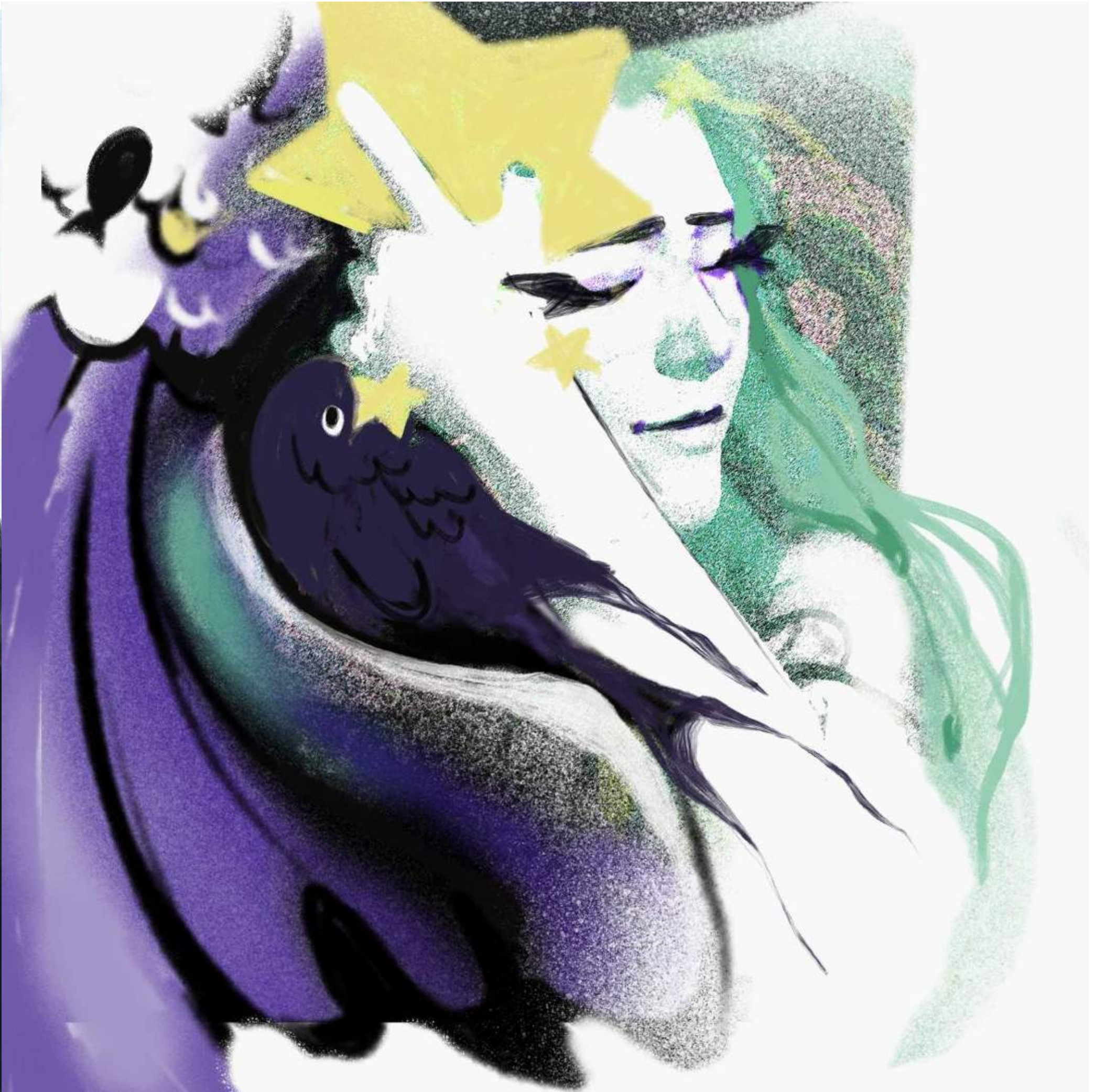
PHOTOGRAPHY

ILLUSTRATION

By layering illustrations onto photographic portraits, the work reveals deeper dimensions of identity, transforming the subjects into fully illustrated 'characters' that reflect both their external appearance and inner selves. This transformation from photo to illustration serves as a metaphor for the multifaceted nature of identity, which is both visible and hidden.











BINGO
ZA BEBE
BINGO
GROUP

SOCIAL RESPONSIBILITY

BRAND IDENTITY

CHARACTER DESIGN

“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.

Initiated in 2023, this campaign involves Bingo waiving profit margins on baby food products, dedicating over 500,000 KM to help families in BiH.

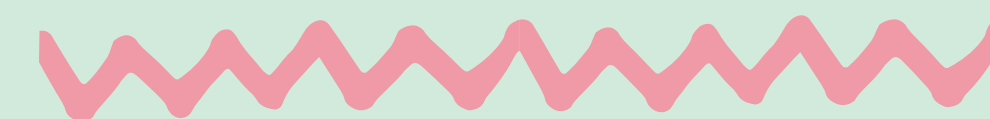
My role: Visual development, logotype, and key illustration design, transforming the stork into a unique brand character in 2024.

From concept to execution, I ensured consistency across all materials—billboards, TVC storyboards, social media visuals, and promotional items.



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.

[TVC LINK](#)





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.

[TVC LINK](#)

 **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.

[TVC LINK](#)

[COOKBOOK](#)

 **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**
za bebe

ČOKOŠIZ

LACTALIS

SOCIAL MEDIA CAMPAIGN

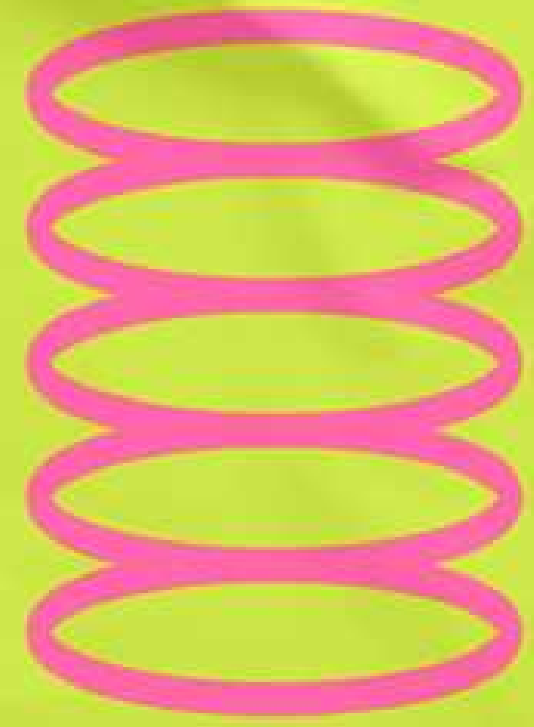
VISUAL IDENTITY

“Čokošiz” is a bold, interactive campaign by Lactalis - Dukat aimed at reintroducing their iconic chocolate milk to a Gen Z audience.

Focused on vibrant, colorful designs and modern platforms, the campaign created an online experience through social media, interactive challenges, and influencer collaborations.

My role: I developed the bold, colorful design style that became the visual identity of the campaign. Designed interactive social media content and collaborated on outdoor promotional visuals.

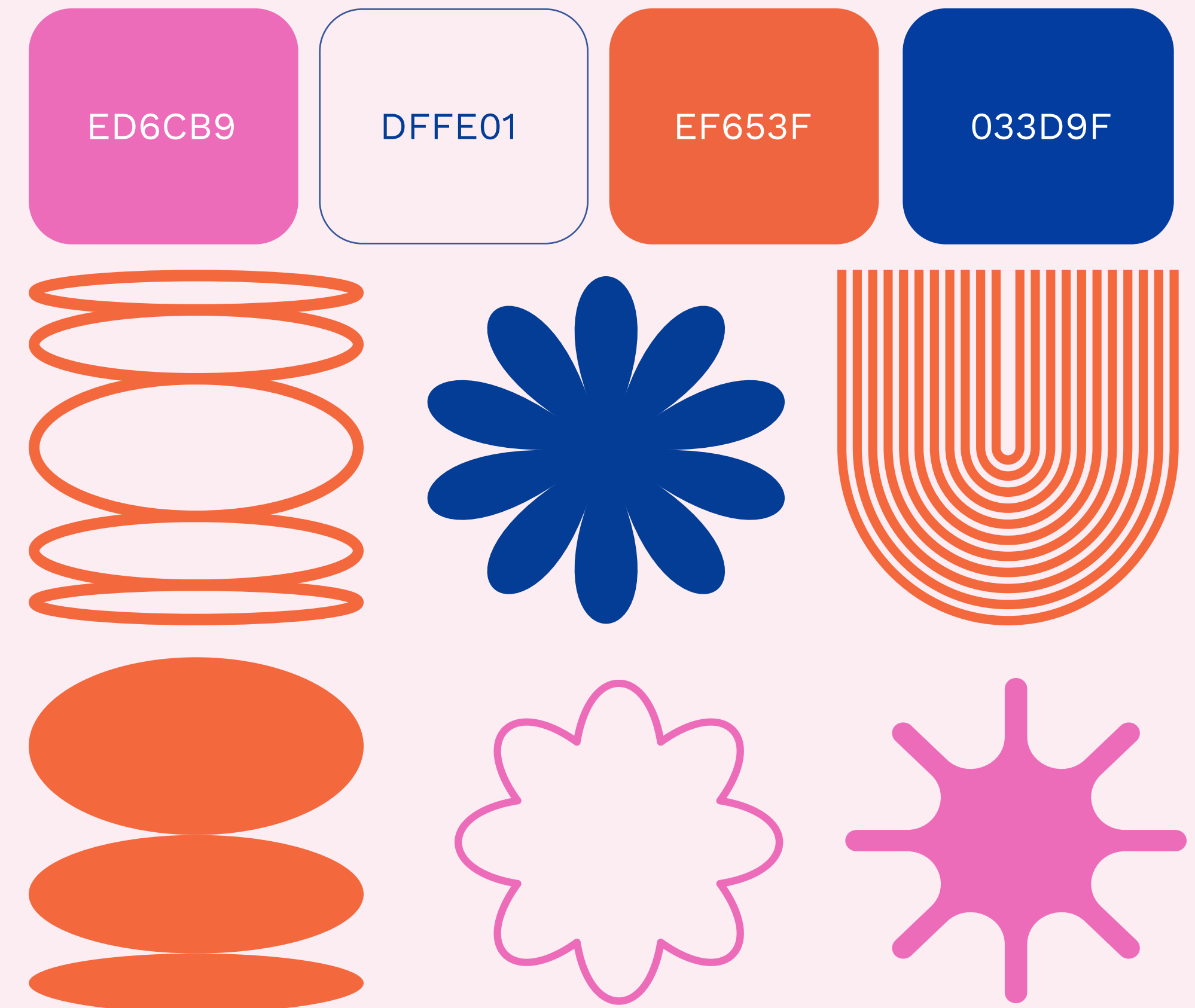
ČOKOŠIZ ČOKOŠIZ



ČOKOŠIZ ČOKOŠIZ

#ČOKOŠIZ

Bright colors, bold typography, and playful graphics defined the visual identity, reflecting the energy of the target audience. Social media posts and promotional materials maintained a cohesive and eye-catching design.



The campaign focused on TikTok, Instagram, and YouTube, introducing interactive challenges like #čokospill, #čokotaste, and #čokosplash.

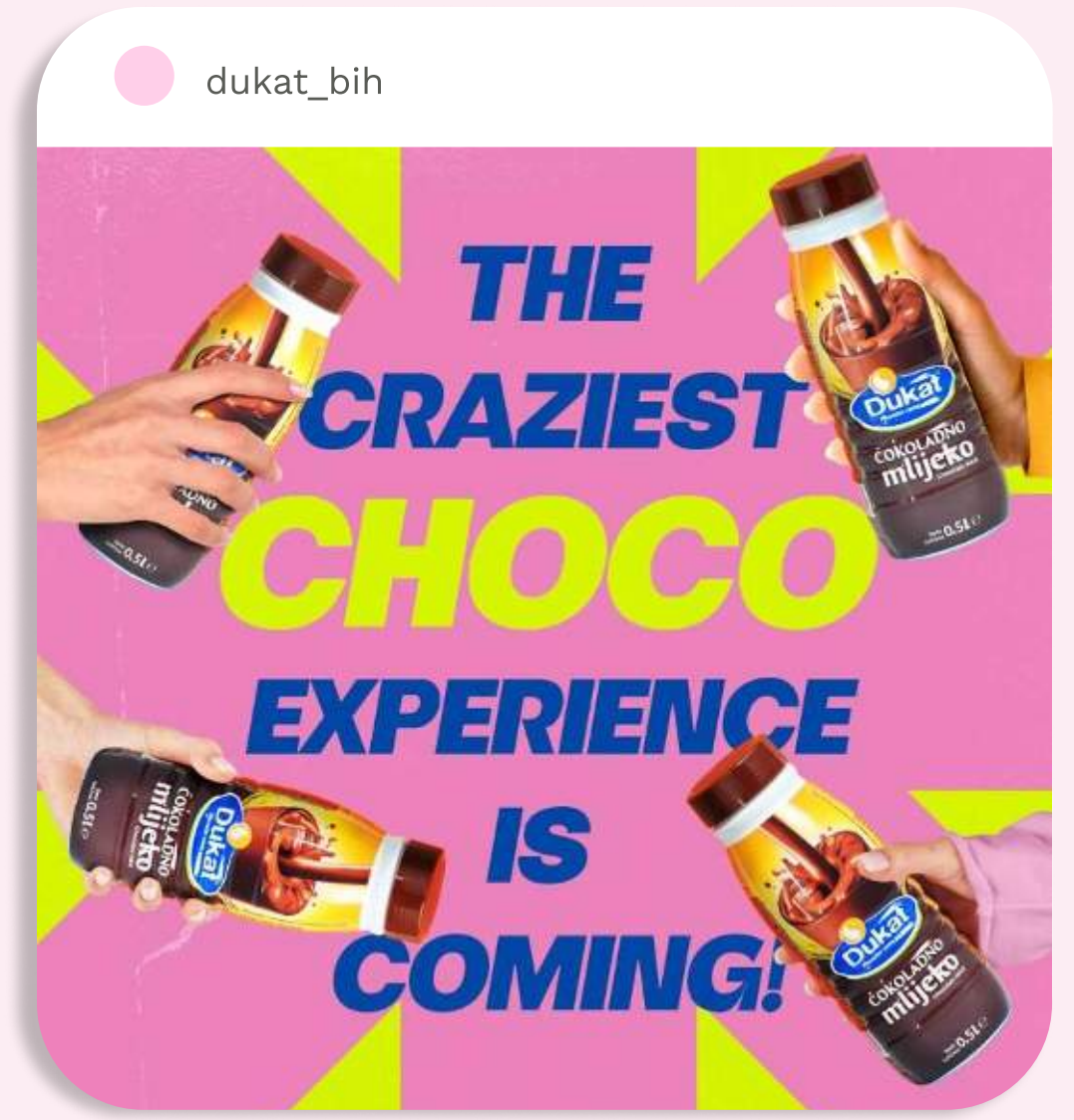
Gen Z was engaged with vibrant posts, reels, and stories, creating an energetic and relatable online presence.

You can check out all of the made content videos, tiktoks, reels on the links below.

[INSTAGRAM PROFILE](#)

[TIKTOK PROFILE](#)





Outdoor promotions featured influencer-led activities, live events, and giveaways, bridging the gap between the online campaign and real-world experiences.

Engaged with Gen Z audiences through pop-ups and experiential marketing events.

[INSTAGRAM PROFILE](#)



PACKAGING

BINGO

PACKAGING DESIGN

For Bingo Group's frozen pastries and pies, I developed packaging that balances modern aesthetics with practicality. The frozen pastries feature bold, colorful designs blending imagery and illustration, while the pies' clean layouts and bold typography highlight product quality with simplicity.

3 ROLNICA sa višnjom

SVJEŽE
SMRZNUTO



Brzo i ukusno.

500g

ROLNICA sa višnjom

Rolnica sa višnjom. Proizvod od kvasnog lisnatog tijesta sa nadjevom višnje.
Brzo smrznuto, spremno za pečenje.

Sastojci: pšenično brašno TIP 400, margarin, voda, voćna punjenje višnje, kvasac, šećer, so, ulje.
Upozorenje: Može sadržavati koštice višnje ili ostatke koštica od višnje. Čuvati na temperaturi od -18°C do -20°C. Jednom odmrznuti proizvod se ne smije više zamrzavati.

Uputstvo za upotrebu: Prije pečenja odmrznuti na sobnoj temperaturi oko 30 minuta. Peći u prethodno zagrijanoj pećnici na temperaturi od 220°C oko 20 minut



Prosječna hranjiva vrijednost na 100g proizvoda:

Energija	132kJ/315kcal
Masti	14,2g
Od kojih zasićene masne kiseline	8,6g
Ugljikohidrati	42,1g
Od kojih šećeri	7,6g
Proteini	4,4g
So	0,53g

Neto količina:
500g



Bingo

Najbolje upotrijebiti do/lat broj: označeno na pakovanju.
Za Bingo d.o.o. Tuzla, proizvodi: Mod commerce D.O.O.,
Vojvodanska 50, Dobanovci, RS, tel: +381 11 414 09 29,
email: office@modcommerce.rs www.ola.rs.
Zemlja porijekla: Republika Srbija.
Uvoz i na tržište BiH stavlja: Bingo d.o.o.,
ul. Basanska palijana bb, 75000 Tuzla,
Bosna i Hercegovina, tel/fax: +387 35 368 900/905,
www.bingotuzla.ba, info@bingotuzla.ba.
Besplatni info telefon: 0800 200 10.





prozirno



prozirno

LET'S KEEP IN TOUCH!

e-mail address
elmanukic0@gmail.com

instagram & linkedin
[@xelmao](#)

