

Michela Bruno

Designer & Motion Artist

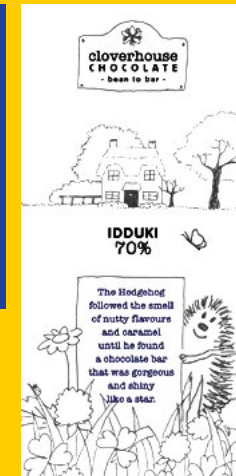
Transforming feelings into impactful visual stories
with imaginative solutions, empathy and efficiency.

**“My purpose is to create,
collaborate and support so that
inspiring ideas and effective
actions can initiate
positive change.”**

“Packaging and branding for Clover House Chocolate.”



“Not having a brief was a challenge. I used my insight and empathy to understand the client's vision and needs.”



I explored various approaches and experimented with several methods to achieve the handmade, precious and personal look that I believed were the key words of this project.

Sketching and testing different ideas and techniques, including screen printing, lino printing and watercolour.



I evolved the initial ideas by creating a pattern that combined the handmade feeling of lino printing and watercolour with the graceful floral symmetries of Renaissance paintings and William Morris's designs.



The biggest challenge: how to print the labels cheaply while keeping an artisanal feel and allowing the colours to change for each bar?

The solution: printing them in-house on Lokta paper.



“The imperfections of the hand-drawn illustration and the texture of the Lokta paper give the packaging a luxurious, handmade feeling.”

The new design helped the company increase sales and have its chocolate included among the best bean to bar producers in the UK. The client is slightly annoyed with me, though, because he receives more compliments for the packaging design than for his chocolate.





Making each chocolate bar unique while diversifying the design for the identity, the hazelnut spread and the merchandising.



COCOA BEANS
ORGANIC CANE SUGAR
COCOA BUTTER

MAY CONTAIN TRACES OF NUTS

MIN COCOA SOLID 70%

APPROXIMATE WEIGHT 70g

NUTRITIONAL INFORMATION
PER 70g BAR

ENERGY 1692kJ/409kcal FAT 28.4g

CARBOHYDRATES 25.6g

SUGARS 24.3g - FIBRE 7.8g

PROTEIN 6.7g

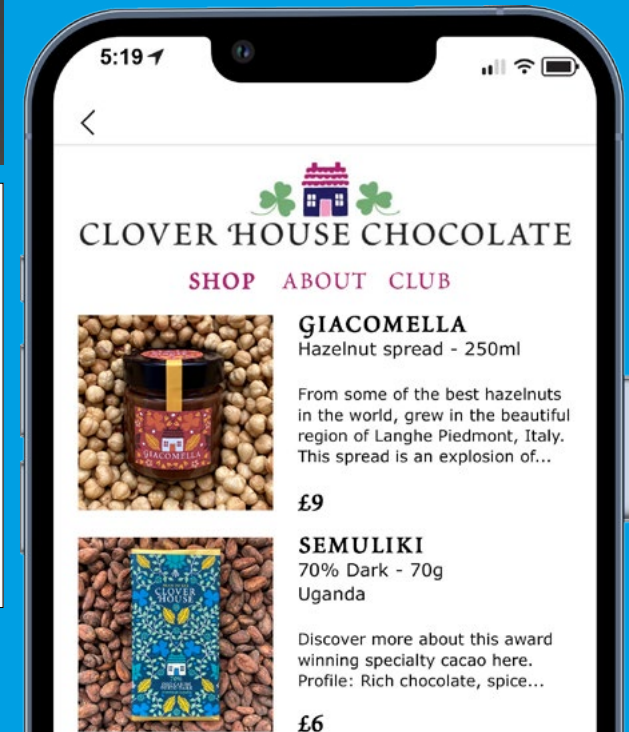
STORE IN A COOL & DRY PLACE
MADE IN THE UK

BEST BEFORE 15.02.2026

CLOVER HOUSE CHOCOLATE LTD
69 OAKWOOD CRESCENT
LONDON N21 1TA
CLOVERHOUSECHOCOLATE.COM



CLOVERHOUSECHOCOLATE.COM



“Illustrations and 2D animations for SC Johnson.”

It gives me purpose to work for clients who champion positive social and environmental impact with their campaigns.



Concept
Illustration
Design
Animation

Each of these social campaigns has been a challenge as I was required to create all the illustration, design and animation work from scratch, at speed and across multiple formats, while adhering to very strict layout and colour guidelines.

COLOR PALLETTE

Extending our core colors
Our core brand colors are complimented by a range of secondary colors to add flexibility and depth to the brand.

They can be used to accent illustrations, where additional tones can be used to add shading and detail.

In certain circumstances the secondary colour scheme can be used to identify the four pillars, as in the Living Impact Report:

- Sustainability is Green
- Health is Blue
- Transparency is Yellow
- Opportunity is Red



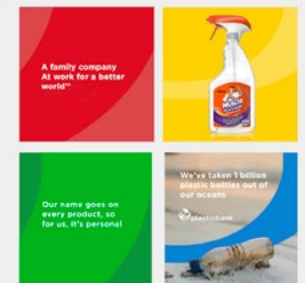
VISUAL DESIGN SYSTEM

Own-able shape and colour

Our design system combines our famous logo with our brand colors. These create a sense of forward movement and visual interest that is distinctly SC Johnson.

Combinations of shape and colour can be used to keep things fresh.

Our curve can be used to create movement in graphics or as a branding device on photography.

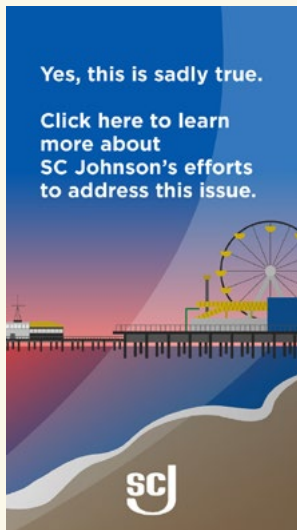




I enjoy creating and animating characters full of personality as there is nothing more effective for conveying storytelling and emotions and for connecting with the audience. My otter was so successful that the campaign has begun to be referred to as "Mr Ott".

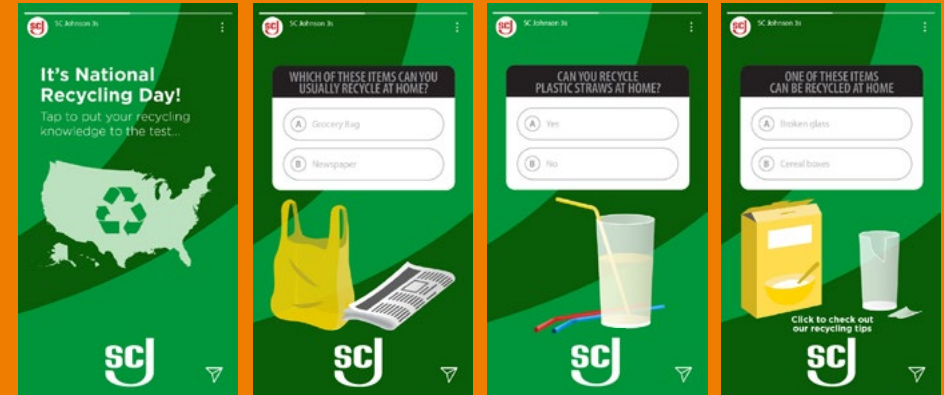


Researching references for the otter's anatomy and movement.



WATCH IT
online

“Proud to contribute to sustainability and recycling initiatives through my work.”



Researching references.



“Frame by frame animation on ADHD Awareness Month for Angelini Ventures.”



Concept
Illustration
Animation
Edit

The brief was to transform Amanda's comic book on girls with ADHD into an animation.

The client's aim was to raise teachers' awareness of ADHD and its positive impact in the classrooms.

As the comic book didn't convey the positive message the client was seeking, I proposed an alternative story and copy.

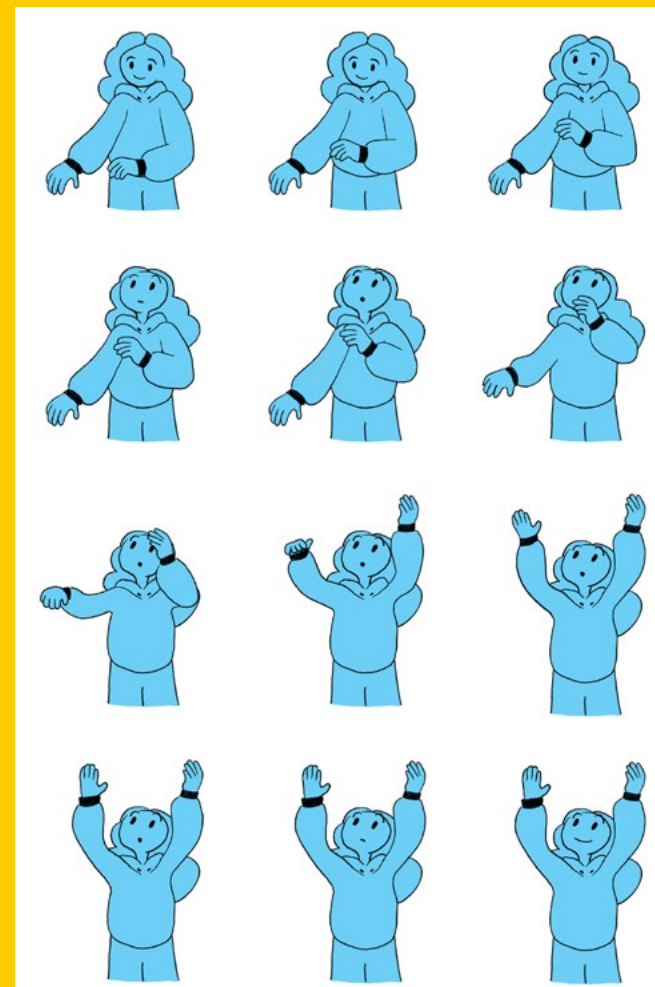
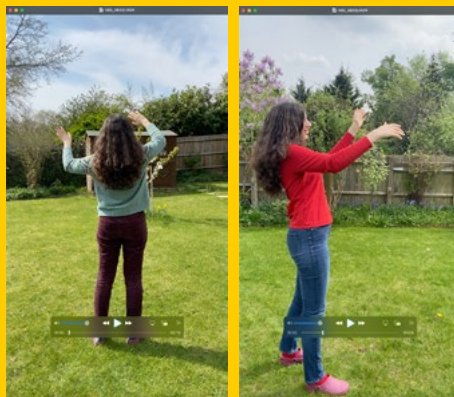
Being proactive, caring and offering creative solutions to strengthen projects is how I help clients achieve their goals.



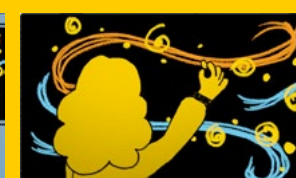
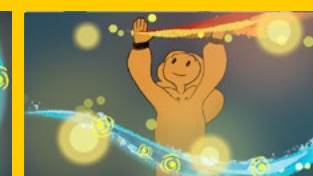
Drawing new characters and new poses for the main character while maintaining the original comic book style.



Generating and filming video references for animating the character and planning the camera movement.

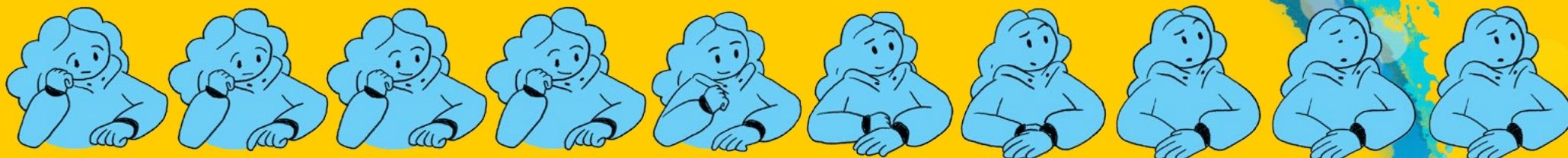


To convey the message more effectively with a personal, analogue feel, I chose to do a traditional frame-by-frame animation which I then enhanced in After Effects.



After completing the animation, I refined the colour palette, lighting, and background to strengthen the storytelling and enhance the overall impact.

WATCH IT
online





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THE RAINBOW

My heart leaps up when I behold
A rainbow in the sky:

So was it when my life began;
So it is now I am a man;
So be it when I shall grow old,
Or let me die!

The child is father of the man;
And I could wish my days to be
Bound each to each by natural piety.

William Wordsworth