

ESTHEFANIA MORANTES

Art Director | Sr. Graphic Designer | Game Developer | Illustrator

Melbourne, VIC | 0405 108 034 | esthefaniamorantes@gmail.com | [Portfolio](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Art Director, Sr. Graphic Designer and Game Designer with 7+ years across social media content, UI/UX, motion design, illustration, and interactive experiences. Two original games shipped to Steam and itch.io; awarded Best in Show at MAGI Expo ORBITS 2025 for The Last Shift and selected to showcase Capicú at PAX Aus 2026 (October 9-11). Delivered 3 public talks across Melbourne International Games Week and Sydney Games Festival. Currently co-directing two major events and co-coordinating Melbourne Global Game Jam 2027 for an expected 250+ participants.

CORE COMPETENCIES

From brand systems to game worlds to motion sequences: this is the range I bring to a brief.

Art Direction & Creative Direction

Game Design & Development

Brand Identity & Marketing Strategy

Project Management

Illustration & Character Design

Wireframing & Prototyping

UI/UX & Product Design

Concept Development & Storytelling

Creative Team Leadership

TECHNICAL SKILLS

- **Design & Prototyping:** Figma (components, auto-layout, dev mode, prototyping), Framer, Adobe XD
- **Adobe Creative Suite:** After Effects, Illustrator, Photoshop, InDesign, Premiere Pro
- **Illustration & Motion:** Procreate, Toon Boom Harmony; character design, concept art, storyboarding, motion graphics
- **Game Development:** Unity, C# scripting, level design, interactive systems, UI implementation, rapid prototyping
- **AI Tools:** Adobe Firefly, Midjourney, Claude, Gemini; generative AI in design and production workflows
- **Languages:** Spanish (Native), English (C1)

PROFESSIONAL EXPERIENCE

Bavana Partners

Dec 2024 – Present

Senior Graphic & Digital Designer, Melbourne AU

Clients: BVNA Search, Select TMS, ZymeWett

- **Delivered 4 responsive web platforms with zero post-launch design revisions**, leading full UI/UX cycles from discovery through to high-fidelity Figma design and Framer implementation.
- **Reduced repetitive design work by ~30% per sprint** by building reusable component libraries and design systems in Figma across concurrent client projects.
- **Extended client brand value into digital channels** by producing motion graphics and micro-animated content for web and social platforms.
- **Raised team output quality** through hands-on art direction and mentorship, ensuring senior craft standards across all deliverables.

RMITY

Feb – Jun 2025

Social Media & Digital Content Designer, Melbourne AU

- **Designed visual identities and content systems for 2 live TV productions** (The Tune Up; Evenings with Janine), increasing consistency and audience engagement across all digital platforms.
- **Delivered production-ready assets in a brief-to-broadcast pipeline** within tight weekly deadlines, maintaining each show's distinct visual identity and tone across Instagram, Facebook, and TikTok.
- **Collaborated with directors, producers, and on-screen talent** to ensure digital content reflected each show's specific audience demographic and creative direction.

Mooba Agencia

Dec 2023 – Dec 2024

Graphic & Digital Designer, Colombia

- **Delivered digital marketing and retail campaigns from brief to final asset** across concurrent clients, measured by on-time delivery and executive sign-off.
- **Grew studio revenue by introducing illustration and branded collateral services**, resulting in new income streams and more comprehensive brand solutions for key accounts.
- **Directed the production of a branded children's coloring and activity book**, providing creative direction and quality control across illustration, layout, and print-ready deliverables.

Anda Design Studio (Part-time)

Jun – Dec 2023

Graphic Designer, Colombia

- **Designed systematic social media content libraries and brand-aligned graphic templates** for multiple clients, enabling faster and more consistent content production across platforms.
- **Developed visual identity systems and graphic design collateral** for new and existing client brands, ensuring consistent application across digital and print touchpoints.
- **Expanded the studio's deliverable range by producing video editing and audiovisual content**, broadening client offering and adding measurable value to retainer agreements.

Freelance Illustrator & Motion Designer

Apr 2019 – Present

Remote, Global Clients

- **Sustained a 7-year international client base** delivering digital illustration, character design, animation, and motion design across entertainment, retail, and consumer goods industries.
- **Designed and produced branded physical merchandise for international clients**, managing the full pipeline from digital artwork through to manufacturing coordination.

- **Built long-term client relationships through consistent creative quality**, with repeat engagements and referrals across Australia, Latin America, North America, and Europe.

GAME DESIGN & DEVELOPMENT

Independent Game Developer

Mar 2025 – Present

Original titles: *Capicú*, *The Last Shift*, *Pup Up!* | RMIT University, Melbourne AU

- **Designed and shipped 2 original games to Steam and itch.io** as sole designer and developer, handling concept, world-building, character design, UI, Unity C# development, and playtesting end-to-end.
- **Capicú exhibited at 4 major public venues, collecting 30+ structured player feedback forms**; selected for PAX Aus 2026 (October 9-11) as a showcase title.
- **The Last Shift awarded Best in Show at MAGI Expo ORBITS 2025** for excellence in player engagement, innovation, and presentation.
- **Delivered 3 public talks on game design and interactive narrative** across Melbourne International Games Week (Technically Games Lightning Talks, EMERGENT) and Sydney Games Festival (Every Game Talk Possible).

LEADERSHIP & EVENT MANAGEMENT

Mentor, Young Creator's Lab

Aug 2026 – Present

ACMI, Melbourne AU

- **Mentoring a young game designer leading a high school cohort of 20 people across multiple departments**, providing strategic guidance on team management, production timelines, milestone planning, and cross-departmental communication.
- **Supporting full project delivery from concept to public showcase**, overseeing final build preparation and exhibition-ready presentation for an ACMI Audience Lab event, and curating professional resources on project management and industry pathways.

Global Game Jam Co-Coordinator, IGDA Melbourne

Sep 2026 – Present

IGDA, Melbourne, AU | *Global Game Jam 2027, expected 250+ participants*

- **Co-coordinating Melbourne GGJ 2027 for 250+ participants**, managing 4 active sponsor relationships, budget alignment, and outreach to industry partners, artists, and venues.
- **Leading community outreach to Melbourne's game development community**, recruiting participants, collaborators, and volunteers for the 72-hour game jam.

Event Co-Director & Project Manager, MAGI Expo 2026

Aug – Nov 2026

RMIT University, Melbourne AU | *November 13, 2026*

- **Co-directing MAGI Expo 2026 with a cross-functional team of 15 across 5 departments**, managing workstreams, milestone tracking, team load-balancing, and primary liaison to RMIT School of Design administration.
- **Defined event programming, creative direction, and exhibition standards**, ensuring a cohesive and professionally elevated showcase experience.

Project Manager & Curator, MAGI Symposium

Aug – Oct 2026

RMIT University, Melbourne AU | *October 28, 2026*

- **Managed 25 people across 4 sub-committees** for a major student-run exhibition, overseeing task allocation, deadline tracking, and cross-team communication.
- **Developed structured onboarding for new team members** and maintained a shared visibility system to track progress, identify blockers, and keep deliverables on schedule.

EDUCATION

Master of Animation, Games and Interactivity | RMIT University, Melbourne

2025 – Present

Bachelor of Graphic Design | Fundación Universitaria del Área Andina

2020 – 2023

SELECTED PROJECTS

Portfolio: esthefania.framer.website

Games

Capicú: [Steam](#) — 2.5D Sandbox Narrative Platformer; PAX Aus 2026; 4 public exhibitions; 30+ player feedback forms

The Last Shift: [itch.io](#) — 2D Fighting game; Best in Show MAGI Expo ORBITS 2025

Pup Up!: [creative journal](#) — 2.5D sandbox prototype; game design creative journal

Client Web Work

Select TMS: <https://esthefania.framer.website/works/select-tms> — Brand identity, website, brochures, social media content

BVNA Search: <https://esthefania.framer.website/works/bvna-search> — Brand identity, website, brochures, social media content

ZymeWett: <https://esthefania.framer.website/works/zymewett> — Brochure design & bilingual localization (EN/ES)