

ESTHEFANIA MORANTES

Multimedia Designer | Game Developer | Illustrator | Motion & Interactive Experiences
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PROFESSIONAL SUMMARY

Generalist by design, specialist by practice. I design interfaces and I illustrate characters. I direct motion sequences and I write C# in Unity. I build brand systems and I concept entire worlds from scratch. Seven-plus years across UI/UX, interactive web, motion graphics, illustration, and game development have made me a designer who can walk into almost any creative brief and find a way in and find a way to make it memorable. I am passionate about video game design, concept development, and the kind of work that lives at the edges of design, art, and code. Currently completing a Master of Animation, Games and Interactivity at RMIT, with three original game demos shipped and shown at IGDA Melbourne, all of them playable right now.

CORE COMPETENCIES

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

UI/UX Design	Interactive & Motion Design	Responsive Web Design
Concept Development & Art Direction	Illustration & Character Design	Brand Identity & Visual Strategy
Game Design & Development	Wireframing & Prototyping	Design Systems & Libraries
Micro-interactions & Animation	Developer Handoff & Specifications	Cross-functional Collaboration

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, After Effects; character design, concept art, motion graphics
- **Game Development:** Unity, C# scripting, level design, interactive systems, rapid prototyping
- **Interactive & Real-time:** TouchDesigner; micro-interactions, animation, motion graphics
- **AI Tools:** Adobe Firefly, Midjourney, Claude, Gemini; generative AI in design and creative production workflows
- **Languages:** Spanish (Native), English (C1)

PROFESSIONAL EXPERIENCE

Bavana Partners

Dec 2024 – Present

Senior Graphic & Digital Designer, Melbourne AU

Clients include: BVNA Search, Select TMS, ZymeWett, OMNI

- **Delivered 4 end-to-end responsive web platforms** on time and within brand guidelines, measured by zero post-launch design revisions, by leading complete UI/UX cycles from discovery and wireframes through to high-fidelity Figma design and Framer implementation.
- **Accelerated production timelines across concurrent client projects** by building a reusable component library and design system in Figma, reducing repetitive design work by an estimated 30% per project sprint.
- **Extended client brand value into digital channels** by conceiving and producing motion graphics and micro-animated content, resulting in high-engagement assets across web and social platforms.
- **Raised output quality across the team** by providing hands-on creative direction and mentorship, ensuring all deliverables met senior craft standards before client presentation.

Game Designer & Developer

2024 – Present

Independent / RMIT University, Melbourne AU

Original titles: The Last Shift, Pup Up!, Capicú | Showcased at IGDA Melbourne; game builds and trailers available

- **Designed and shipped 3 original game demos from concept to playable build:** handling everything from initial concept, world-building, and character design through to UI, visual systems, Unity C# development, and playtesting.
- **Created all visual assets across each project independently:** character illustration, concept art, environment design, UI, and motion assets, maintaining a distinct visual language for each game from first sketch to final build.

- **Brought a distinct visual language and design process to each title:** beginning each project with research, concept development, and art direction before moving into asset production, UI design, and code, mirroring the full production pipeline used in professional game studios.
- **Showcased The Last Shift and Capicú at IGDA Melbourne** to audiences of approximately 80 people per event, receiving live player feedback that directly shaped each build iteration; gameplay trailers and a creative development journal are publicly available.

RMITV

Feb – Jun 2025

Social Media & Digital Content Designer, Melbourne AU

- **Designed visual identities and content systems for multiple live TV productions**, increasing social media output consistency and audience engagement by giving each show a distinct, recognisable look across all digital platforms.
- **Translated brief-to-broadcast in a fast-turnaround environment**, producing finalised visual assets for live TV productions within tight deadlines while maintaining creative consistency across each show's identity.

Mooba Agencia

Dec 2023 – Dec 2024

Graphic & Digital Designer, Melbourne AU

- **Delivered digital marketing and retail campaigns from brief to final asset** across multiple concurrent clients, measured by on-time delivery and executive sign-off, by working directly with leadership to align visual direction with business objectives.
- **Expanded the studio's creative output range** by introducing illustration and branded collateral services, resulting in more holistic brand solutions and new revenue streams for key accounts.
- **Improved cross-platform brand consistency** by leading UI/UX redesigns of internal digital touchpoints, scaling visual systems across web, campaign, and retail environments.

Anda Design Studio (Part-time)

Jun – Dec 2023

Graphic Designer, Colombia, On-site

- **Built cohesive social media visual presences for multiple clients** by designing systematic content libraries and brand-aligned graphic templates, enabling faster and more consistent production across platforms.
- **Expanded client content capabilities into video** by producing audiovisual content and motion graphics, broadening the studio's deliverable range and adding measurable value to client retainers.

Freelance Illustrator & Motion Designer

2019 – Present

Remote, Global Clients

- **Sustained a 6-year international client base** delivering digital illustration, character design, animation, and motion design across diverse industries, measured by repeat engagements and cross-border referrals.
- Produced motion design, character illustration, and brand identity work for international clients **across industries including entertainment, retail, and consumer goods**; building long-term relationships through consistent creative quality and reliable delivery.

SELECTED PROJECTS

Games

The Last Shift: [portfolio page + gameplay](#) — original 2D narrative game; concept, art direction, character design, UI, and Unity C# by one designer; trailer available

Pup Up!: [creative journal](#) — concept development, character design, and early prototype; full documentation of process from brief to build

Capicú: [trailer](#) — original platformer narrative-based game demo; full art direction, illustration, and interactive systems; exhibited at IGDA Melbourne to ~80 attendees

Client Web Work

Portfolio: [esthefaniamorantes.framer.website](#) — UI, motion, illustration, brand, and interactive work across all disciplines

Select TMS: [selecttms.framer.website](#) — end-to-end UI/UX for a transport management SaaS platform

ZymeWett: [zymewett-draft.framer.website](#) — brand identity and responsive web design for a biotech client

OMNI: [omnienergy.framer.website](#) — visual design system and marketing site for an energy company

Game demo builds available on request.

EDUCATION

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

2025 – Present

Specialisation in game design, interactive systems, motion, and creative production across digital and physical media.

Bachelor of Graphic Design | Fundación Universitaria del Área Andina

2020 – 2023