

HELLO! FRAN MORALES

Passionate motion graphics designer with 8+ years' experience and a background in 3D animation, cinematography and VFX. Strong leadership, experienced in diverse software from After Effects or Houdini to Figma and Photoshop. Proficient communicator, conceptual thinking skills, detail-oriented, and adherent to different guidelines. Adapts quickly to new technologies and thrive in fast-paced environments. Passionate about delivering high-quality content that engages.



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AREAS OF EXPERTISE

adobe creative suite

after effects

cinema 4D

maya

illustrator

houdini

photoshop

problem solving

multi-tasker

reliable

team player

fast learner

Committed to growth

PROFESSIONAL EXPERIENCE

Senior Motion Designer

DECIEM (The Ordinary, NIOD - Estée Lauder)

2020 - Present

Toronto, ON.

- Led Motion Design services to enhance positioning in Paid Media, resulting in a 37% increase in revenue.
- Implemented strategies that drove service growth in multiple channels - 92% of campaign revenue (2.8M).
- Leveraged processes and training materials for team members, improving cross-team efficiency.
- Managed and mentored a diverse team of creatives and video professionals.
- Collaborated across teams to create campaign assets for multiple channels - email, social, paid media.
- Connected with departments to identify new business opportunities and overcome roadblocks.
- Led multiple projects and managed department requests effectively, delivering high-quality creative work.
- Utilized data-driven insights to make decisions and measure the impact of initiatives.
- Started implementing new processes based on emerging technologies, such as AI.

3D & Motion Designer

DECIEM (The Ordinary, NIOD - Estée Lauder)

2017 - 2020

Toronto, ON.

- Created animated branded assets for ads, web, and email.
- Developed 3D assets & animations for diverse projects.
- Translated static designs into dynamic motion graphics.
- Ensured quality standards and refining designs to achieve optimal results.

Graphic Designer

TLN (Mediaset)

2017

Toronto, ON.

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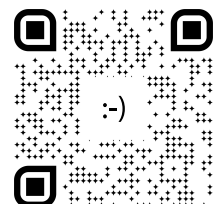
EDUCATION

Visual Effects and Animation Postgraduate Certificate

Seneca College - Toronto

Bachelor's degree of Audiovisual Communications

University of Seville - Spain



franciscomorales.ca