

MARIA MUÑOZ

/// ART DIRECTION PORTFOLIO



/mmunpoz88


Socialpoint

King

OUTFiT7



TILTINGPOINT

GAMEHOUSE

TRAVEL CLUB /// CASUAL



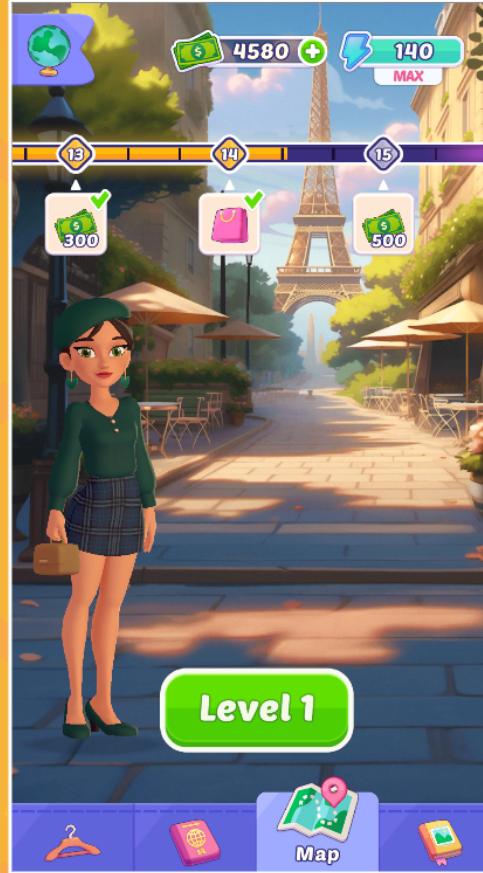
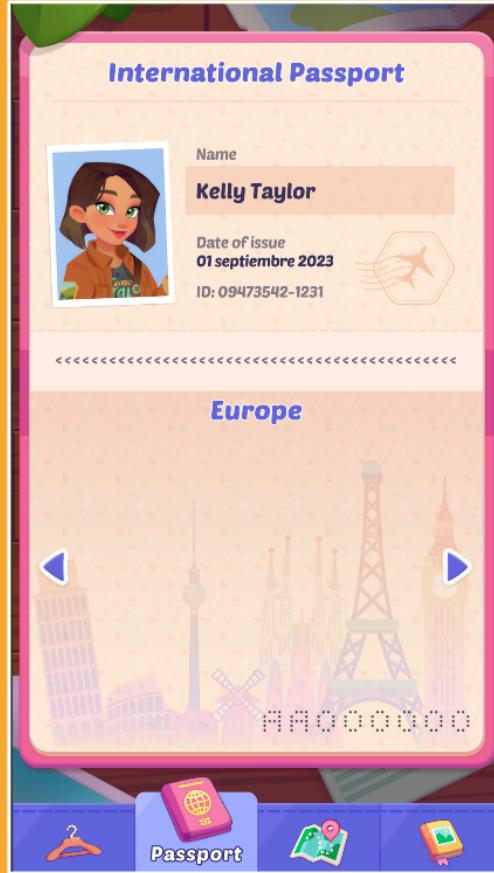
TRAVEL CLUB /// CASUAL FTP

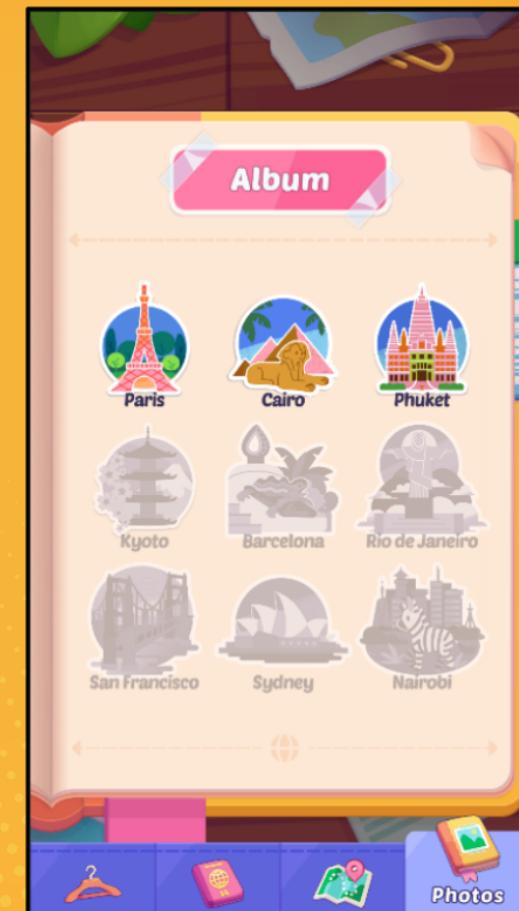
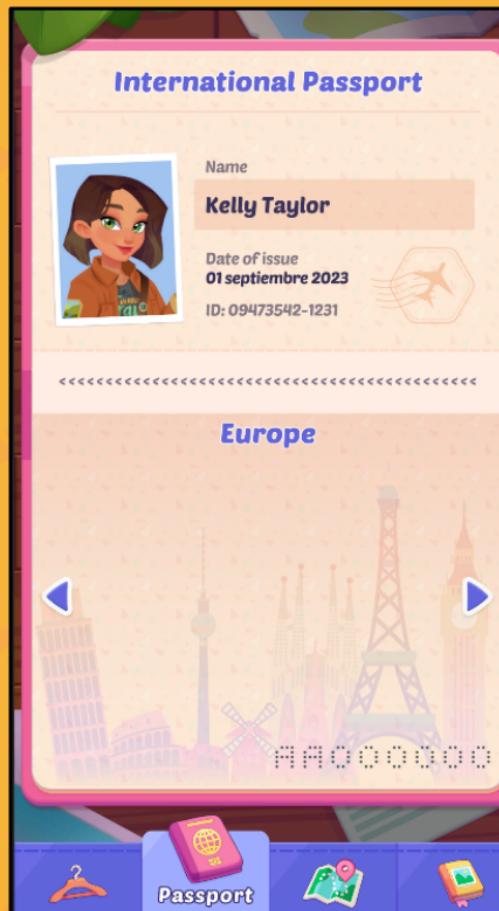
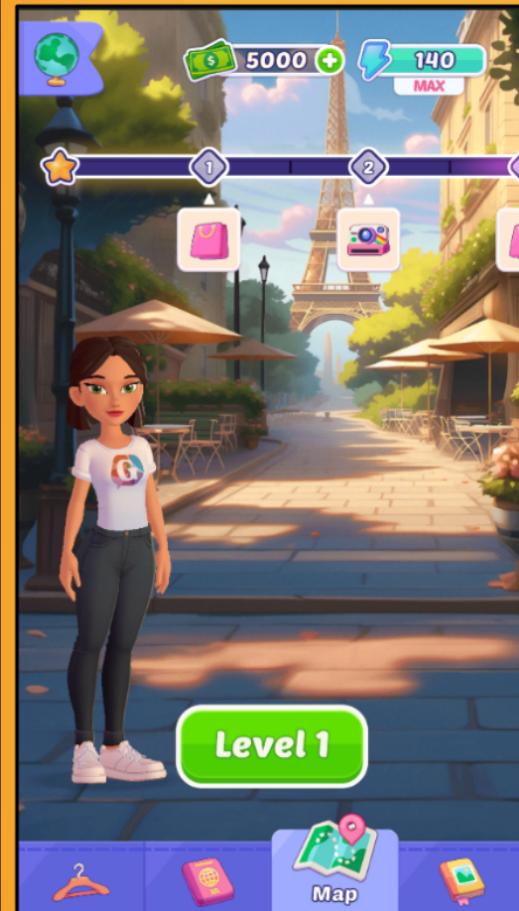
The prototyping and early Alpha Launch of Travel Club was a 6 month project.

We are currently in production, adding features, content and improving funnels.

It's a casual game targeted for female audience (30-65).

We experimented with AI to speed up some parts of the production with good results.







TRAVEL CLUB /// CASUAL



DELICIOUS WORLD /// CASUAL



DELICIOUS WORLD /// CASUAL FTP

Delicious World is one of our FTP live Games.

I previously managed DW's Art Director, but since his departure I have taken over his responsibilities.

My role at DW is to manage both the artists and Outsourcing. Being a content-heavy game, my goal was to streamline production times (which have been reduced by up to 50%) and improve workflows with Outsourcing.







WITCHING HOUR /// MIDCORE



WITCHING HOUR /// MIDCORE FTP

The SL of *Witching Hour* was a 6 month project. The game was a RPG character collection game driven by narrative with a clothing layer. It was targeted for **female GEN Z** audience.

It was my first project at GH and, although the team was small and time was limited, I am very proud of what we achieved in those 6 months.

Targeting GEN Z allowed me to take bolder choices in the AD.



WITCHING HOUR /// MIDCORE





/// THANK YOU!

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