

Karina Lopez

Creative & Art Director | Animation • IP • Entertainment

Creative & Art Director with 8+ years leading multidisciplinary teams across animation, branding, and storytelling. Proven ability to build creative pipelines, launch original IP campaigns, and mentor teams across international markets. Passionate about narrative design, visual development, and animation-led marketing for entertainment and games

Work Experience

Creative Director (2021-2025) WEBTOON

- Led a 30+ person internal creative team (motion/graphic designers, copywriters, 2D/3D animators) to support global storytelling IP.
- Built and scaled internal animation and LATAM creative teams, including a traditional 2D animation pipeline
- Oversaw creative development for marketing campaigns (OOH, NYCC, AX, SDCC) with animation, live-action, and experiential elements
- Directed visual style and tone for cross-platform storytelling (animation, digital, print, social)
- Collaborated with international teams (Korea, Japan, Canada) and managed cross-cultural storytelling approaches
- Mentored creative leads in animation, graphic design, and IP branding; emphasized visual cohesion and character-driven storytelling
- Managed creative budgets, tools, and team growth strategy across internal and freelance teams

Head of Creative (2019-2021) Tapas Media

- Directed brand and creative strategy for Tapas' IP including web-comics and digital novels.
- Art directed assets for webcomics, branding, and novel-to-visual adaptations
- Led creative production across digital, video, and event materials; emphasized consistent storytelling across formats
- Created internal design systems and guides for webcomic creators and freelance teams
- Oversaw Tapas YouTube and mascot channels, crafting motion/video and social content to engage storytelling communities
- Mentored creative staff and built pipelines for scalable IP support
- Supported international collaboration (China, Korea) on narrative visuals and launch initiative awareness campaigns

Website:

<https://www.kumadesigns.com/>

Animation reels, pitch decks, visual storytelling work

Skills:

Art & Animation Direction

- 2D animation reviews, visual storytelling, storyboarding (review/oversight), creative briefing
- Adobe Suite, Clip Studio, Spark AR, Frame.io, Figma (basic)

Leadership & Strategy

- Creative team leadership, mentoring, cross-functional collaboration
- Budgeting, vendor/freelance management, creative operations
- Pitching, deck creation, workshop facilitation, public speaking

Production Tools

- Smartsheets, Airtable, Canto, Dropbox, Ironclad, Slack, Teams, Zoom, Google Suite, Monday.com, Basecamp

Languages

- English (Fluent)
- Spanish (Fluent)
- Japanese (Beginner)

Contact:

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