

Karina Lopez

Creative & Marketing Director | Animation · IP · Entertainment San Leandro, CA |
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About:

Creative Director with over 10 years of experience directing branding, animation pipelines, and multi-million dollar marketing campaigns for major entertainment and webcomic platforms. Experienced in scaling internal creative teams to 30+ members, optimizing production workflows to reduce vendor costs, and launching high-visibility brand activations.

Experience

Creative Director, Marketing (Contract) | BookWalker Global | Nov 2025–Present

- Directed the creative strategy and visual identity for the US brand refresh across web, mobile app, and social channels.
- Oversee the paid media pipeline and mobile app storefront asset optimization (Apple & Google Play) to support user acquisition and conversion.
- Built a centralized digital asset archiving system to streamline production workflows and designed presentation decks for executive leadership.
- Partner with marketing and social teams to produce promotional campaigns and fan-focused video content while ensuring compliance with licensed IP guidelines.

Creative Director | WEBTOON Entertainment | 2021–2025

- Scaled internal design and video teams to 30+, increasing campaign output 30% and delivering 100+ assets per quarter.
- Led paid marketing creative across the U.S. and LATAM markets, driving +3% CTA lift and measurable user acquisition growth.
- Built a global 2D animation and trailer pipeline, reducing vendor costs 10% while supporting high-volume paid and organic media.
- Led multi-million dollar brand activations (NYCC, SDCC, Anime Expo, IPO Times Square) across live, digital, and paid channels.

Head of Creative | Tapas Media | 2019–2021

- Directed creative strategy, promotional trailers, and branding frameworks for flagship IPs.
- Built an internal team of 5 designers and cross-trained them to execute in-app assets, logos, individual IP branding, motion design, and merchandise production.

- Spearheaded creative initiatives that successfully scaled Tapas' social media platforms to over 100K followers.
- Built reusable design systems and launched multi-platform brand initiatives.

Skills & Languages

- **Expertise:** Creative Direction, Animation Pipelines, IP Marketing, Visual Storytelling, Team Leadership, Vendor Management.
- **Software:** Adobe Creative Suite, Clip Studio, Frame.io, Figma, Airtable, Notion, ClickUp, Smartsheet, monday, Airtable, Basecamp
- **Languages:** English (Fluent) · Spanish (Fluent) · Japanese (Conversational).