

# Karina Lopez

Creative & Art Director | Animation • IP • Entertainment

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## Core Achievements

- Scaled creative teams to 30+ and produced 100+ videos per quarter
- Delivered 10M+ view trailers & multimillion-dollar activations (NYCC, SDCC, IPO Times Square)
- Cut vendor costs 10% by building a new 2D animation pipeline
- Boosted user growth with +3% CTA lift across LATAM/US campaigns

## Work Experience

Creative Director | WEBTOON

2021 – 2025

- Scaled design/ video team to 30+, boosting campaign delivery 30% and producing 100+ videos per quarter.
- Internalized agency work for US + LATAM, driving 3%+ CTA lift and measurable user growth.
- Built 2D animation + trailer pipeline, cutting vendor costs 10% and setting a global creative standard.
- Led multimillion-dollar activations (NYCC, SDCC, AX, IPO Times Square), unifying live + digital storytelling.
- Produced cinematic IP trailers (Bluechair, Everything is Fine) with 10M+ cumulative views.
- Mentored 10-person 2D animation unit, doubling capacity YoY while keeping delivery errors <2%.

Head of Creative | Tapas Media

2019-2021

- Directed creative strategy for flagship IPs, boosting recognition and engagement across platforms.
- Delivered trailers, branding, and novel-to-comic adaptations that strengthened Tapas' identity.
- Built design systems that streamlined workflows and scaled IP support.
- Launched YouTube + mascot channels, expanding reach to millions of views.
- Partnered with China/Korea teams to adapt creative for global campaigns and increase awareness.

## Skills

**Creative & Animation Direction:** Visual storytelling, 2D/2.5D pipelines, storyboarding, creative briefing, cinematic trailers

**Leadership & Strategy:** Team scaling & mentoring, cross-functional collaboration, budget/vendor management, pitching & public speaking

**Production Tools:** Adobe Suite, Clip Studio, Frame.io, Figma (basic), Airtable, Smartsheets, Monday, Basecamp, Slack, Teams, Zoom, Google Suite, Notion

**Languages:** English (Fluent), Spanish (Fluent), Japanese (Beginner)