

# Karina Lopez

Creative Producer/ Director | Animation • IP • Entertainment

Creative Producer with 8+ years leading animation, narrative marketing, and original IP storytelling across global entertainment brands. Formerly Creative Director at WEBTOON and Tapas, I've produced dozens of stylized animation projects, from viral trailers and poetic brand shorts to internal pipeline builds.

## Work Experience

### Creative Director ( 2021-2025) WEBTOON

- Promoted from Producer to Creative Director. Oversaw animation and creative output across North American campaigns.
- Produced 3000+ animation and video campaigns for WEBTOON Originals.
- Led a 30+ person cross-disciplinary creative team (motion designers, 2D/3D animators, editors, graphic designers, writers).
- Introduced and scaled a traditional 2D animation pipeline to support stylized, emotionally driven storytelling in trailers and shorts.
- Directed visual tone across print, digital, and motion for campaigns spanning SDCC, AX, NYCC, and LATAM growth markets.
- Managed remote production timelines, creative reviews, vendor relations, and international collaboration (Korea, Japan, Canada).
- Mentored creative leads and helped define internal voice and tone for brand video storytelling.
- Collaborated with leading animation studios including Golden Wolf, Psyop, Trash Studios, Nexus, and Special Order to execute branded trailers, pilot visuals, and stylized shorts for major IP campaigns.
- Oversaw art direction, voice direction, and editorial for cross-team projects spanning in-house staff and external partners.

### Head of Creative ( 2019-2021) Tapas Media

- Led creative production across Tapas Originals IP and launched internal animation initiatives.
- Oversaw Tapas's YouTube and mascot content strategy, producing shortform animation to build audience engagement and platform personality.
- Built content pipelines, upload cadence, and thumbnail/video branding systems.
- Directed shorts and trailers tied to comic/novel launches and event tie-ins.
- Oversaw mascot brand development (Tapamon and pals) as recurring shortform animated content.
- Partnered with international teams (China, Korea) on IP asset localization and cross-platform launches.

## Website:

<https://www.kumaanimations.com/>  
Animation reels, pitch decks, visual storytelling work

## Skills:

### Production & Creative Tools:

Frame.io, Adobe Suite, Clip Studio, Google Suite, Slack, Notion, Dropbox, Asana, Smartsheets, Airtable, Ironclad, Monday.com

### Creative Strategy & Direction:

2D Animation Direction · Storyboarding Oversight · VO Direction · Creative Briefing · Pipeline Building  
Budgeting · Vendor & Freelance Management · Deck Creation · Cross-Team Alignment

### Languages:

English (Fluent) · Spanish (Fluent) · Japanese (Conversational/Beginner)

## Contact:

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