

# KARINA LOPEZ

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

## Work Experience

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

- Run the creative services department at Tapas and deliver outstanding designs, project management, social media content, motion graphics, freelance management, intern recruitment, vendor look up for partnerships.
- Art direction for novels and Tapas branding
- Storyboard, direct, and animate webcomic trailers
- Execute branding and art direction for community events
- Project manage creative requests and guide a team of designers to deliver assets on time
- Create animated gif and static comic panels for comic events and giveaways
- QC all the UGC and originals creator art assets to make sure they fit our guidelines and templates
- Organize and develop new archive systems for asset delivery and content look up
- Work with local and localized IP to make marketing assets and launch packages
- Hire and onboard new creative members and teach them the ropes to execute their job successfully
- Work alongside the Tapas marketing team to execute ideas and brainstorm new campaigns
- Run Tapamons personal IG and Tapas Youtube channel

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### Production Artist (2017- 2019) Young's Market Company

- Execute printed media for multiple alcohol companies.
- Prepress and prep files for print
- Print and package deliverables
- Produce custom illustrations for Jack Daniel's, Milagro Tequila, Hendrick's, and Fernet-Branca
- Create POS and packaging for Bevmo, Rite Aid, and Target
- Create promotional videos for alcohol launches

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### Head Package Designer (2016-2017) Peking Handicraft

- Create and manage the "Makers Collective" website
- Create promotional decks and mood board for new bedding collections

## Skills

### Design:

- Photoshop
- Illustrator
- Indesign
- After effects
- PremierePro
- Media Encoder
- Clip Studio Paint
- Spark AR

### Tools / Project management

- Wacom products
- Mac & Window computers
- Dropbox
- Basecamp
- Slack
- Google drive ( g-suite)
- Monday.com
- Lattice
- Zoom

### Languages

- Spanish (fluent)
- Japanese (beginner)

### Marketing

- Campaign planning
- UGC outreach
- IG, Twitter, Youtube, TikTok posts scheduling

### Contact:

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