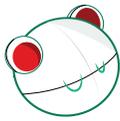


# KARINA LOPEZ



Sr. Graphic Designer - **Illustrator** - Animator

## CONTACT INFO

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<http://www.behance.net/kumatokuma>

## EXPERIENCE

### **Tapas Media- Sr. Graphic Designer 1/2019 - Present**

Role: To Lead the creative team and work alongside marketing, dev, localization, overseas, and editors to make tapas visually appealing.

Duties:

- Mobile / Desktop design IOS and Android
- Social Media art assets
- Mentorship for interns, freelancers, and inhouse designers
- Run tapas youtube channel
- Create animated and videos for social media
- Create webcomics
- Write marketing launches and execute them
- Work with webcomic creators
- Work with overseas partners from Korea, China, Japan

### **Young's Market Company - Sr. Illustrator 4/2017 - 12/2018**

Role: Be the exclusive illustrator and production artist for all spirits and wines under the young's portfolio.

Duties:

- Illustrate for several spirit brands
- Created store POS's
- Created table tents, posters, banners, menus, and window decals
- Marketing initiatives for Cinemark, FIFA, facebook and Dave & Busters.
- Created promo videos and hype videos for wines and spirits.  
Use an industrial printer and plotter, large cutters, and laminators.
- Off-site chalk art for SF bars and restaurants.
- Worked with LA-based creative directors and Sr. designers to create marketing pitch decks for alcohol events.

### **Peking Handicraft- Lead Designer 3/2016 - 3/2017**

Role: In charge of creating all bedding packaging, email blasts, website, mood boards and style sheets for Peking's clients.

Duties:

- Make booklets for marketing pitches.
- Conduct photoshoots and style rooms for product shots.
- Create magazine layouts for yearly catalogs
- Make e-mail blasts
- Create style sheets
- Create planograms

## PROFILE

I love to design and have been honing my skills for over the past 5 years. I have 3 years of leadership experience working with freelancers graphic designers, comic creators and marketing teams. I mix my marketing background alongside my design skills to help companies build their visual voice.

## SKILLS

- Photoshop
- Illustrator
- Indesign
- After effects
- Premier Pro
- Media Encoder
- Clip Studio
- Adobe Audition
- Dropbox
- Basecamp
- Google Office

## FUN FACTS

- Got Featured on Wacom
- Love Vector Art
- Writer for Design Ideas
- Novice webcomic artist
- Freelancing for over 14 years
- Won Adobe's Live art competition
- Speak Spanish fluent,  
and beginner Japanese

