Kenneth O. Lopez

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PROFESSIONAL SUMMARY

Motion Graphics Designer with 10+ years of experience creating broadcast-quality animated content and social media videos for ESPN, Hulu, Disney, and Pepsi. Specializes in owning the full creative pipeline from concept through final delivery, with proficiency in After Effects, Premiere Pro, and Illustrator. Skilled at collaborating with producers and designers to meet tight deadlines and maintain brand standards. Integrated AI-assisted workflows to accelerate concept development by 40%.

CORE SKILLS

Motion & Design: After Effects, Premiere Pro, Cinema 4D, Illustrator, Photoshop, 2D/3D Animation, Compositing, Kinetic Typography, Adobe Creative Cloud

Video Editing: Color Grading, Color Correction, Audio Mixing, VFX Compositing, Rotoscoping, Motion Tracking, Multicam Editing, Video Content Creation, Social Media Video Platforms

Creative Direction: Art Direction, Style Frame Development, Brand Identity, Visual Systems, Storyboarding, Client Presentation

AI Tools: Midjourney, Runway ML, Adobe Firefly, Stable Diffusion, ComfyUI, Sora, Kling AI

Project Management: Adobe Workfront, Frame.io, Asana, DAM Systems, Cross-Functional Collaboration

Languages: English (Fluent), Spanish (Fluent, Bilingual)

PROFESSIONAL EXPERIENCE

Smith System | Motion Graphic Designer / Art Director — Dec 2018 – Feb 2026

- Led motion design and art direction for a national platform, owning the full video content creation pipeline using Adobe Creative Cloud from concept through final delivery.
- Edited and post-produced corporate video content for social media video platforms, combining live footage, motion graphics, voiceover, and music.
- Built and maintained visual systems - motion principles, style guides, and brand standards used across all content.
- Integrated AI-assisted workflows (Midjourney, Runway, Adobe Firefly), reducing concept development time by ~40%.
- Collaborated with instructional designers and cross-functional stakeholders to deliver clear, engaging visual experiences.
- Managed multiple concurrent projects under deadline, consistently delivering broadcast-quality work.
- Developed dynamic motion graphics for social media video platforms to promote engagement and brand identity.

Tropic Survival Advertising | Motion Graphic Designer / Art Director — Dec 2013 – Dec 2018

- Directed motion design and art direction for digital campaigns, social content, and brand identity projects using Adobe Creative Cloud.
- Edited and post-produced video commercials and branded content from raw footage through final delivery.
- Produced animated explainer videos, social ads, and broadcast-ready graphics for national clients across various social media video platforms.
- Presented creative concepts and style frames to clients, securing alignment and reducing revision cycles.

Stellar Hawk | Freelance Motion Designer / Video Editor — Jan 2012 – Jan 2014

- Delivered broadcast motion graphics, video editing, and animation for ESPN, Spike TV, Bellator MMA, Hulu, and Disney.
- Post-produced Hulu original series Behind the Mask title sequence with full VFX, compositing, and motion graphics.
- Executed rotoscoping, green screen compositing, and motion tracking on commercial and broadcast projects.
- Adapted across multiple major brand voices while delivering broadcast-quality work under deadline.

Self-Employed | Freelance Video Editor / Motion Designer — Sep 2010 – Jan 2012

- Edited broadcast commercials and product videos for Natural Wellness including cinematography, audio, and color grading.
- Directed and edited wedding videos for Clear Vision Productions from shoot through final delivery.
- Produced music video intros, logo animations, and web video content.

The Media Zoo | Video Editor / Videographer / Social Media Manager — Jan 2010 – Aug 2010

- Shot, edited, and post-produced web video content including audio editing and color correction.
- Managed social media video channels and created supporting graphic assets.

Kaizen Multimedia | Flash Animator / Motion Designer — Jan 2004 – Apr 2009

- Produced animated training content and motion assets for Disney, Buena Vista, Pepsi, Blu-ray, and Hyundai.

EDUCATION

Keiser University — Bachelor of Arts, Computer Animation & Video Game Design — Fort Lauderdale, FL · 2006