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Lila Martinez

Director | Story Artist

WORK EXPERIENCE

ADG Local 800 – Storyboard Artist | Senior Illustrator Consultant
Film & Television Industry | Sep 2023 - Sep 2025 Los Angeles, CA

• Storyboard Artist in live-action film and television. • Beat, shooting and VFX boards, keyframes, directors plans, brainstorming stunt & effects driven action set pieces, and using the Unreal Engine to build storyreels.

WARNER BROS. ANIMATION
Director – “DC Batwheels” | Apr 2022 - Aug 2023 Burbank, CA

• Episodic Director on a premium Season 2 CG Batman and Bat Family feature-styled animated series for Cartoon Network and HBO Max. • Vetted and interviewed storyboard artists with the supervising director and consulted on staffing. • Set up a cinematic hybrid 2.5D storyboard and 3D previsualization animation pipeline. • Provided virtual Blender 3D training for the storyboard team and previs learning materials/documentation. • Prepared 3D scene files and 3D camera to the board artists. • Oversee a team of storyboard artists and revisionists and provide direction. • Pitched 2D/3D beat boards during story launch, created thumbnails when needed for board guidance, and storyboarded action sequences when a board artist was behind schedule. • Animated 3D previsualization shots/sequences in Blender & Storyboard Pro 3-D camera. • Distributed visual references, red line draw overs, and notes. • Created top-down Action Maps sequences and 3D Layout/Camera workbook for animation vendors Snowball Studios in Canada and SuperProd in France. • Worked closely with Showrunners, Studio Leadership, Art Director, and Editor to plus, edit, and revise episodes. • Directed nine episodes including a holiday special. • Consultant for Season 3.

• Blender Storyboard | Previs Artist • “Wings of Fire;” | Nov 2021 - Apr 2022

• “Wings of Fire”, a Netflix CG animated event high fantasy series based on the best-selling Scholastic children’s books by Tui T. Sutherland. • A 3D storyboarding pipeline is utilized combining traditional drawings and previsualization in Blender software. • Thumbnail emotional & action beat boards, building live-action style dynamic staging & compelling sequences, designing striking composition, storytelling poses, cinematic character & moving camera/ lens choreography, and fundamental lighting and effects. • Edited the first pass animatic on NLA (Non-linear Animation) Editor. • Strong drafting abilities for dragon anatomy and expressive acting using the Grease Pencil. • Executive produced by Ava DuVernay.

• Storyboard Artist – “DC Batwheels” | Aug 2021 - Nov 2021

• “Batwheels” Season 1 a premium children’s entertainment action-adventure comedy series based on the DC Comics. An all-new Batman & Bat Family CG animated show for Cartoon Network and HBO Max. • Created storyboards for the short series MEET THE BATWHEELS with strong entertainment value, filmic action sequences, clear storytelling, emotional acting, and boarded a stylized musical number. • Provided scratch track voices, animatic editing, and used Flow for asset management.

• Feature Storyboard Artist – “Mortal Kombat Legends: Cage Match” | Jul 2021 - Aug 2021

• Action animated long-form sequel movie based on the top-tier MORTAL KOMBAT feature franchise. • Responsible for strong cinematic visuals, performing visual and analytical problem-solving in 2-dimensional space. • Strong film composition, adding entertainment value and personality to the boards. • Bringing ideas & clarity in the visual narrative, and more realistic comic art not cartoony drafting skills. • Released on direct-to-video and premium video on demand (PVOD digital platforms).

• Storyboard Artist – “DC Harley Quinn” | Apr 2021 - Jul 2021

• “Harley Quinn” the comedy-action animated series based on the DC Comics and Batman spin-off for HBO Max. • Provided storyboards, added lighting effects & gray tone rendering, camera labeling, and edited the animatic for Season 3. • In-depth experience utilizing SketchUp Pro 3D environments in the boarding process and Flow for asset management.

DISNEY TELEVISION ANIMATION
Storyboard Artist – “Firebuds” | Feb 2021 – Apr 2021 Glendale, CA

• Created storyboards, sound effects edit, scratch track voices and an assembly edited animatic for a Disney Jr. CG comedy-adventure series, FIREBUDS Season 1.

WILD CANARY ANIMATION
Storyboard Artist – “The Chicken Squad” | Aug 2020 – Feb 2021 Burbank, CA

• Provided storyboards for Disney Jr. CG comedy-adventure series, THE CHICKEN SQUAD. • Cinematic style boards were created to utilize the CG animation medium; incorporated 3D environments using Autodesk FBX viewer, drew strong action staging, filmic camerawork, emotional storytelling, character interactions, sight gags to plus the humor and acting. • Delivered first-pass animatic for timing purposes to editorial. Utilized Flow for project management to manage assets.

WORK EXPERIENCE

- **20TH TELEVISION ANIMATION**
Storyboard Artist | Feb 2016 – Aug 2020 📍 Los Angeles, CA
 - “American Dad” – ● Created storyboards for Season 13, 14 & 15 translating from script to thumbnails to tight key poses & clean layout, and followed the show’s visual storytelling style. ● Reviewed the WGA script to interpret sequences and find solutions to problematic visual narratives. ● Being able to work under pressure in a fast-paced television environment and addressing change notes promptly to each episode. ● Delivering an organized Storyboard Pro file with separate elements at each level for the Animatic Department. ● Provided written dialogue and action notes for the overseas animation studio in Seoul, South Korea.
 - Provided storyboards, revisions, and retakes for Season 12. Worked on implementing writer’s notes to new sequences, storyboard clean-up, and drew to model. ● Responsibilities also included carefully labeling shots for the overseas animation studio, re-interpreting storyboard sequences for staging & acting clarity, and problem-solving weak visual storytelling. ● Delivered Storyboard Pro file ready for animatic purposes and to overseas animation studio.
 - “The Simpsons” – ● Created storyboards for Season 27 and 28, translating the script to roughs to clean-up, composing cinematic shots for filmic TV purposes, maintaining character on model with strong acting poses. ● Worked closely with the show’s supervising director, episodic director, storyboard supervisor, and creative consultant; to interpret sequences and find solutions to the storytelling, followed The Simpsons storytelling style and visual grammar. ● Being able to work under pressure in a fast-paced environment, addressing change notes accordingly to each episode. ● Responsible for cutting animatic sequences to audio. ● Delivered an organized Storyboard Pro file with separated elements at each level for the Layout Department.
- **ORIGINAL FORCE ANIMATION**
Story Artist | Apr 2014 – Dec 2015 📍 Culver City, CA
 - Storyboarded three CG feature films in the studio pipeline – Netflix Original DUCK DUCK GOOSE and development projects OLDZILLA (shelved) & Tencent Pictures I.P. QQ SPEED (shelved). ● Translating from a script or simple scratch ideas and gags into full scenes. ● Executing filmic cinematography, incorporating strong acting, adding sight gags/ visual humor, and designing cinematic composition with economy to budget. ● Working closely with the director to interpret sequences and find solutions to story obstacles.
 - Pitching story, character ideas, and sequences during dailies and weekly production meetings.
 - Problem-solving workflow issues in Flix and Storyboard Pro among the story team. ● Clean-up and coloring for presentation boards. ● Being immediately available for changes to the director, editorial, and story team to provide fast solutions.
- **PHENOMENA ANIMATION STUDIO**
Co-Founder / Director | Jun 2010 - Apr 2014 📍 Mexico City, MEX
 - Specialized in directing, supervising, character animation, and storyboards for film, television, and advertising agencies. ● Managing a team of artists and animators. ● Clients include Fox network HIGHSCHOOL USA!, Frito-Lay Inc., Hasbro, ING Direct, Nestle Ice Cream, Pedigree, BBDO Mexico.
- **SANTO DOMINGO FILMS**
Character Animation | Sep 2009 - Dec 2009 📍 Mexico City, MEX
 - Traditional hand-drawn character animator on BRIJES during the last stages of production, animating various characters and assisting in clean up.

EDUCATION

- **VANCOUVER FILM SCHOOL**
 - > Advanced Digital Character Animation
 - > Classical Animation

B.C. Canada
- **IBEROAMERICANA UNIVERSITY**
 - > Bachelor Degree in Graphic Design

Mexico City

SOFTWARE

- > MAC, PC-Windows
- > Blender
- > Autodesk: Maya
- > Unreal Engine
- > Unity game engine
- > SketchUp Pro
- > The Foundry: Flix
- > Adobe: Photoshop, Animate, AE.
- > ToonBoom: Storyboard Pro, Harmony

INTERVIEWS

- > EMMY Magazine
- > Keyframe Magazine
- > Ink & Paint Girls Podcast
- > An Animated Journey Podcast

COURSES

- > Cinematic Storyboarding 2D & 3D - David Maximo
- > Cinematic Storyboarding - Jay Oliva
- > Feature Storyboard - Kris Pearn
- > Storyboard for Animation - Mark Walton
- > Storyboarding Intensive - Giancarlo Volpe
- > Live Action Storyboarding Keyframes - Josh Hayes
- > Storyboarding for Live Action - Jeff Enrico
- > Visual Storytelling - Bruce Block
- > Visual Storytelling - Harrison Ellenshaw
- > Storyboard - Karl Gnass
- > PIXAR: Animation / Story

SPEAKER

- > The Walt Disney Family Museum
- > Charles M. Schultz Museum
- > Walt Disney Studios LXiA Series
- > NALIP Media Summit
- > Pixelatl Festival
- > Industry Giants Conference
- > LA County Library
- > Los Angeles City College