

Kristen Lau

Toy Designer | Character Designer | Storyboard Artist
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Storyboard Artist | Character-Driven Storytelling | Animation-Led Design

Storyboard Artist and Visual Storyteller with a strong foundation in animation and a passion for creating expressive, emotionally grounded sequences I am able to translate scripts into clear storyboards that support tone, performance, and pacing—always with a clear eye toward character and flow and emotion.

My background in character design, toy development, and visual narrative gives me a deep understanding of how to connect with audiences through visual storytelling. I'm forever developing in my skill of taking a scene from thumbnails to final boards, pitching ideas with clarity, and collaborating closely with directors and editorial teams to bring stories to life.

Outside of animation jobs, I took some time to care for my loved one. Freelancing helped me spend as much time with them as possible which I am forever grateful for. I also had to fill the role of property manager in the meantime which has taught me how to lead with organization and empathy. I managed teams, coordinated logistics, and stayed on top of tight schedules—all while meeting some incredible people who inspired me and even became reference for characters I draw today. It helped strengthen my communication skills and my ability to keep projects running smoothly under pressure.

Proficient in Storyboard Pro, Photoshop, and traditional hand-drawing. Known for being collaborative, deadline-driven, and excited to tell stories that capture humor, heart, and movement.

Skills

- **Character Design:** Expertise in capturing character emotion technical art and expression.
 - **Storyboarding:** Strong understanding of story development and scene flow.
 - **Software:** Adobe Suite, Storyboard Pro, Procreate, Indesign,
 - **Techniques:** Hand-drawing, digital illustration, design for animation.
 - **Animation Fundamentals:** Ability to implement character acting, create key scenes, and work under deadlines.
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Work Experience

SpinMaster

Freelance Toy Designer

2021 – 2025

Designed captivating character and toy concepts for Spin Master's product line, appealing to both kids and adults.

- Sketched innovative ideas to bring charming characters to life, enhancing the brand's appeal and market presence.

Osakaiwa Bay LLC

2023-2025

Property Manager

- Oversaw day-to-day operations of residential property, including tenant relations, maintenance coordination, and budgeting
- Developed strong organizational systems to manage multiple vendors, service requests, and lease agreements
- Planned and executed property improvement projects from start to finish, ensuring timelines, budgets, and quality standards were met
- Gained hands-on experience in managing projects, balancing priorities, and problem-solving in a fast-paced environment
- Improved communication and time-management skills while navigating complex responsibilities independently

Kidfinity**Freelance Toy Designer**

2020-2023

Designed captivating character and toy concepts for Kidfinity's product line, appealing to both kids and adults.

- Sketched innovative ideas to bring charming characters to life, enhancing the brand's appeal and market presence.

Hook Creative Production**Storyboard Artist**

2021 – 2023

- Developed character designs and storyboard sequences for various animated projects.
- Collaborated with the production team to create visually engaging narratives and polished storyboards.

SPF LLC

Character Designer, Storyboard Artist

2020-2021

- Designed characters and created storyboards to match creative vision for various animated projects.
- Led design to ensure smooth animation flow while maintaining strong character emotion and narrative structure.

Storyboard Artist

American Animation Institute

2012 – 2015

- Created detailed storyboards for animation projects, ensuring clarity of the narrative flow.
- Worked closely with the director and animation team to refine and finalize scenes.

Storyboarding with Tron Mai

Concept Design Academy

2017

- Completed intensive storyboarding course focusing on cinematic storytelling techniques and character development.
- Created storyboards for both animation and live-action, enhancing technical and artistic storytelling skills.

References available upon request