

# Kristen Lau

Character/Toy Designer | Creative Project Coordinator

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## Professional Summary

Creative Coordinator with a strong background in content development, IP management, and cross-functional project support. Experienced in managing creative pipelines, reviewing materials, tracking submissions, and collaborating directly with producers, artists, writers, and external vendors and talent. Adept at balancing creative and administrative priorities, managing multiple projects under tight deadlines, and providing clear, professional communication across teams. Skilled in content evaluation, production coordination, and IP research with a passion for supporting innovative storytelling and inclusive voices in entertainment.

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## Skills

- **Project Coordination:** Timeline & milestone tracking, vendor/contractor communication, cross-functional team leadership, stakeholder updates
- **Software:** Microsoft Word & Excel, Adobe Creative Suite, Miro, Bluebeam (learning-ready), Procreate
- **Detail Management:** Design Pipeline Coordination, Timeline & Approval Tracking
- **Communication:** Clear written and verbal communication, visual documentation, cross-team collaboration, Crossfunctional Communication and project discretion.
- **Adaptability:** Comfortable with evolving priorities, late-breaking changes, and procedural updates
- **Creative & Technical Literacy:** Reading drawings/specs, visual storytelling, production specs, Callouts, eye-catching design
- **Bonus:** Familiarity with product development, sustainability themes, and independent research, audience thought provoking through imagery and nostalgia

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## Work Experience

### Freelance Toy Designer

*SpinMaster*

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.
- Collaborated with teammates to ensure product's charming quality and design

### Creative Operations / Property Management Experience

L'aina Bay LLC — Los Angeles, CA

2023-March 2025

- Managed a \$350K design renovation project for a multi-owner property, overseeing budgeting, design planning units, and phased execution

- Led a Miro board project team to coordinate cross-functional efforts among contractors, vendors, and inspectors
- Implemented operational systems for maintenance tracking, budget planning, and timeline management — bringing clarity and structure to complex projects with multiple stakeholders.
- Appointed as lead decision-maker and communicator for owners, tenants and contractors — developing clear, empathetic communication and conflict resolution skills
- Balanced daily execution with long-term planning, demonstrating agility, calm problem-solving, and resourcefulness

### **Creative Operations**

KDK12 — Management Company - Los Angeles, CA

2013--March 2017

- Coordinated daily scheduling, booking, and project management for talent clients under management
- Maintained high-level discretion while handling confidential client information, negotiations, and personal schedules
- Managed ongoing follow-ups via email and phone with agents, production companies, and partners to ensure smooth communication between studios.
- Assisted with pitch decks, project planning, and cross-team coordination for multiple entertainment and development projects

### **Freelance Toy Designer**

Kidfinity — Sarasota, FL

2020-2023

- Designed captivating character and toy concepts for Kidfinity' product line, appealing to both kids and adults.
- Designed plush and figurine-based characters for new IPs, maintaining a strong storytelling angle and playpattern focus.
- Participated in product development cycles from ideation to factory-ready design turnover
- Aligned concepts with developmental appropriateness and brand narratives.

### **Storyboard Artist**

Hook Creative Production — Los Angeles, CA

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.

### **Character Designer, Storyboard Artist**

SPF LLC— Los Angeles, CA 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.

### **Art Contributor – Alhambra City Arts & Cultural Committee**

City of Alhambra – Alhambra, CA

2014-2018

- Contributed creative expertise to city-led arts initiatives, public art projects, and cultural programming, supporting community engagement and local artists
- Provided design review, feedback, and budget-conscious recommendations for Alhambra City's Rose Parade float submissions, ensuring creative integrity while staying within financial guidelines.
- Awarded and recognized for ongoing leadership, collaboration, and service within the city's arts and cultural development

#### **Character Designer/Illustrator**

*Self Employed*— Los Angeles, CA

2012 – 2020

- Designed and produced original IP including illustrated books, enamel pins, packaging, prints, and tote bags for audiences of all ages — blending storytelling, product development, and visual branding.
- Handled end-to-end production — from concept sketches to sourcing manufacturers, overseeing proofs, and quality-checking final merchandise.
- Managed sales/ bookkeeping and coordinated meetings and post sales
- Exhibited at major comic conventions, including Wondercon, Comic Con, Long Beach Comic con, La Comic Con engaging directly with customers and building a loyal following.
- Coordinated marketing, post-sales communication, and customer support, applying clear visual and written communication across branded touchpoints

#### **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.

#### **Languages**

- American Sign Language (ASL) – Proficient • Japanese – Conversational • Cantonese – Conversational • Spanish – Conversational

**References available upon request**