

KRISTEN LAU

Consumer Products Designer | Character Designer | Licensed Entertainment IP

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Portfolio Password: KL2026!

PROFESSIONAL SUMMARY

Consumer Products and Character Designer with 10+ years of experience across licensed entertainment, toys, character development, and visual storytelling. Experience with Mattel, Disney Consumer Products, Spin Master, and Kidfinity, developing character-driven products and creative assets across major franchises. At Mattel, worked within the Small Doll Department, collaborating with Netflix on K-Pop Demon Hunters and Disney on Disney Princess Small Dolls, Frozen III, and Tangled. Skilled in translating character, story, and brand direction into compelling consumer product designs.

CORE SKILLS

- Character Design & Character Art
- Consumer Products Design
- Licensed & Entertainment IP
- Style Guides & Visual Development
- Character Art & Visual Storytelling
- Toy & Product Concept Development
- Visual Systems & Creative Assets
- Concept Art & Design Exploration
- Color Keys & Mood Paintings
- Typography & Graphic Integration
- Storyboarding & Sequential Art
- Brand & Style Guide Adaptation
- Production-Ready Assets
- Design Presentations & Creative Rationale
- Cross-Functional Collaboration
- Vendor & Production Communication
- Visual Research & Style Exploration
- Asset Organization & Production Support

SOFTWARE

Adobe Creative Suite | Photoshop | Illustrator | InDesign | Procreate | Storyboard Pro | Maya | Harmony | Miro |
Microsoft Teams | PowerPoint | Microsoft Excel | Microsoft Word | Slack | Zoom | Cintiq Workflows

PROFESSIONAL EXPERIENCE

MATTEL (contract)

Product Designer, Hardlines Small Dolls

November 2025 – June 2026 | Los Angeles, CA

- Designed and developed creative concepts for Disney consumer products, supporting major entertainment franchises within Mattel's Small Doll portfolio.
- Contributed to product design and visual development for properties including Frozen and KPop Demon Hunters.
- Translated established franchise identities, character attributes, storytelling, and brand direction into consumer product design solutions.
- Collaborated with cross-functional teams and creative partners to develop designs from concept through production.

- Incorporated creative feedback and refined designs to meet project goals, production and budget requirements, and franchise standards.
- Managed multiple projects and shifting priorities in a fast-paced consumer products environment while maintaining attention to detail and design quality.

SPIN MASTER

Freelance Toy Designer

2021 – 2025

- Designed character-driven toy concepts for Spin Master's product portfolio, creating engaging designs for children's and family audiences.
- Developed original character concepts and visual explorations with a strong emphasis on personality, storytelling, play value, and visual appeal.
- Created sketches and design concepts that translated creative ideas into potential consumer products.
- Collaborated with product development teams to refine designs and maintain quality throughout the development process.
- Adapted creative solutions to established product and brand requirements while maintaining a strong character-driven point of view.

KIDFINITY | Sarasota, FL

Freelance Toy Designer

2020 – 2023

- Designed character and toy concepts for new and existing product initiatives, including **Onezzzs**, plush, and figurine-based characters.
- Developed character designs with a strong storytelling foundation and consideration for play patterns and audience appeal.
- Participated in product development from initial ideation through factory-ready design turnover.
- Translated creative concepts into practical product solutions while maintaining character identity and brand narrative.

HOOK CREATIVE PRODUCTION | Los Angeles, CA

Storyboard Artist

2021 – 2023

- Developed character designs and storyboard sequences for animated projects.
- Translated scripts, character performance, and narrative direction into clear visual storytelling.
- Collaborated with production teams to develop polished storyboards and visual solutions.
- Applied strong understanding of character acting, composition, staging, and sequential storytelling.

SPF LLC | Los Angeles, CA

Character Designer / Storyboard Artist

2020 – 2021

- Designed characters and developed storyboards for animated projects.
- Created visual solutions that supported creative direction, character emotion, and narrative structure.
- Led character design explorations while maintaining consistency across animation and storytelling requirements.
- Collaborated with production teams to refine designs and support animation workflow.

SELF-EMPLOYED | Los Angeles, CA

Character Designer / Illustrator / Product Creator

2012 – 2020

- Created and developed original IP across illustrated books, character art, packaging, enamel pins, prints, tote bags, and other consumer products.
- Managed projects from initial concept and character development through manufacturing, proofs, production, and final quality control.
- Created and developed original IP across illustrated books, character art, packaging, enamel pins, prints, tote bags, and other consumer products.
- Showcased original products at major conventions including WonderCon, San Diego Comic-Con, Long Beach Comic Con, and LA Comic Con, engaging directly with fans while building brand awareness and customer loyalty.

WILDBRAIN STUDIOS / DHX MEDIA

Character Designer | Strawberry Shortcake

2015 – 2016

- Designed updated character concepts for the Strawberry Shortcake franchise within the Animation Department, supporting the evolution of an established entertainment property.
- Explored multiple visual directions while maintaining character identity, storytelling, and franchise integrity.
- Presented design iterations to producers and creative leads, incorporating feedback throughout the creative development process.
- Balanced character appeal, visual storytelling, and brand consistency to support animation production and franchise goals

FANDANGO

Illustrator | Fan Art Campaigns

2014 – 2015

- Created original fan-art illustrations for film and television properties for Fandango's official social media campaigns.
- Adapted illustration approaches across diverse entertainment properties while respecting established visual identities and brand guidelines.
- Collaborated with social media and marketing teams to develop visual assets supporting film releases and campaign themes.

EDUCATION & TRAINING: The Art Institute of California – Los Angeles

Media Arts & Animation

CONCEPT DESIGN ACADEMY- Storyboarding with Tron Mai | 2017

REFERENCES

Available upon request.