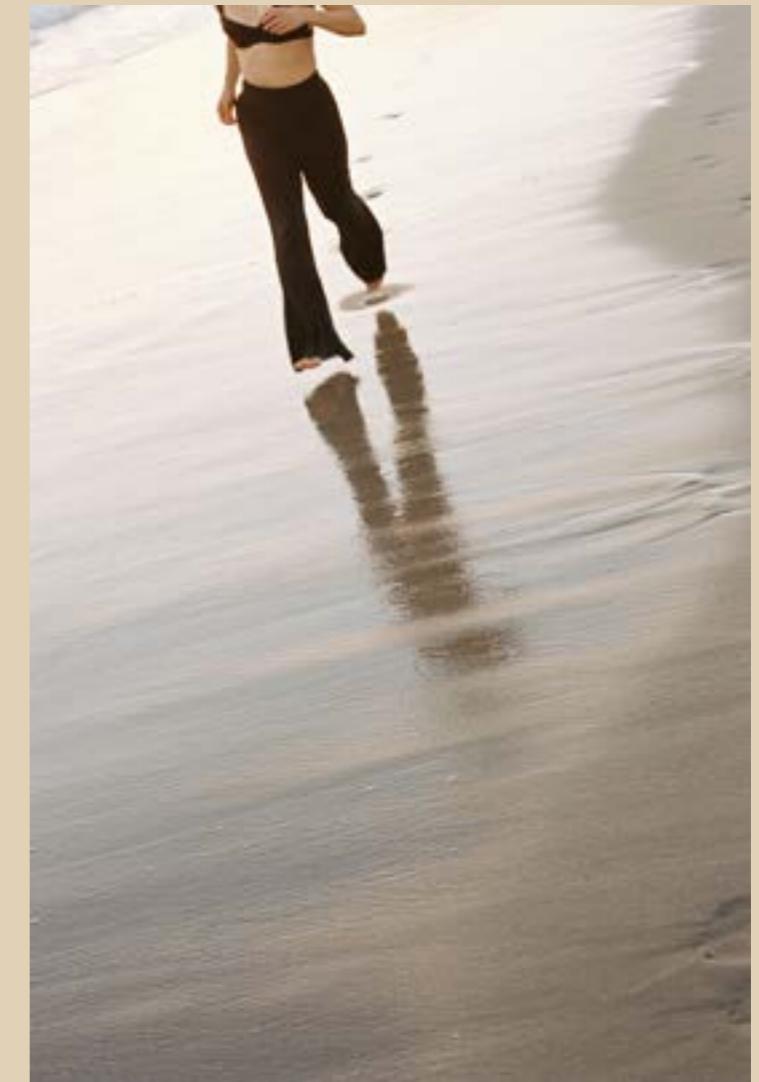


sophia lau

slauphia@gmail.com  
[linkedin.com/in/lausophia/](https://www.linkedin.com/in/lausophia/)



**Sophia Lau is a graphic designer and multi-disciplinary artist based in Los Angeles, California.**

She graduated from UC Berkeley in August 2020 with a B.A. in Computer Science. She has since applied her knowledge of tech, media, art, and design to her work across a variety of both digital and physical spaces.

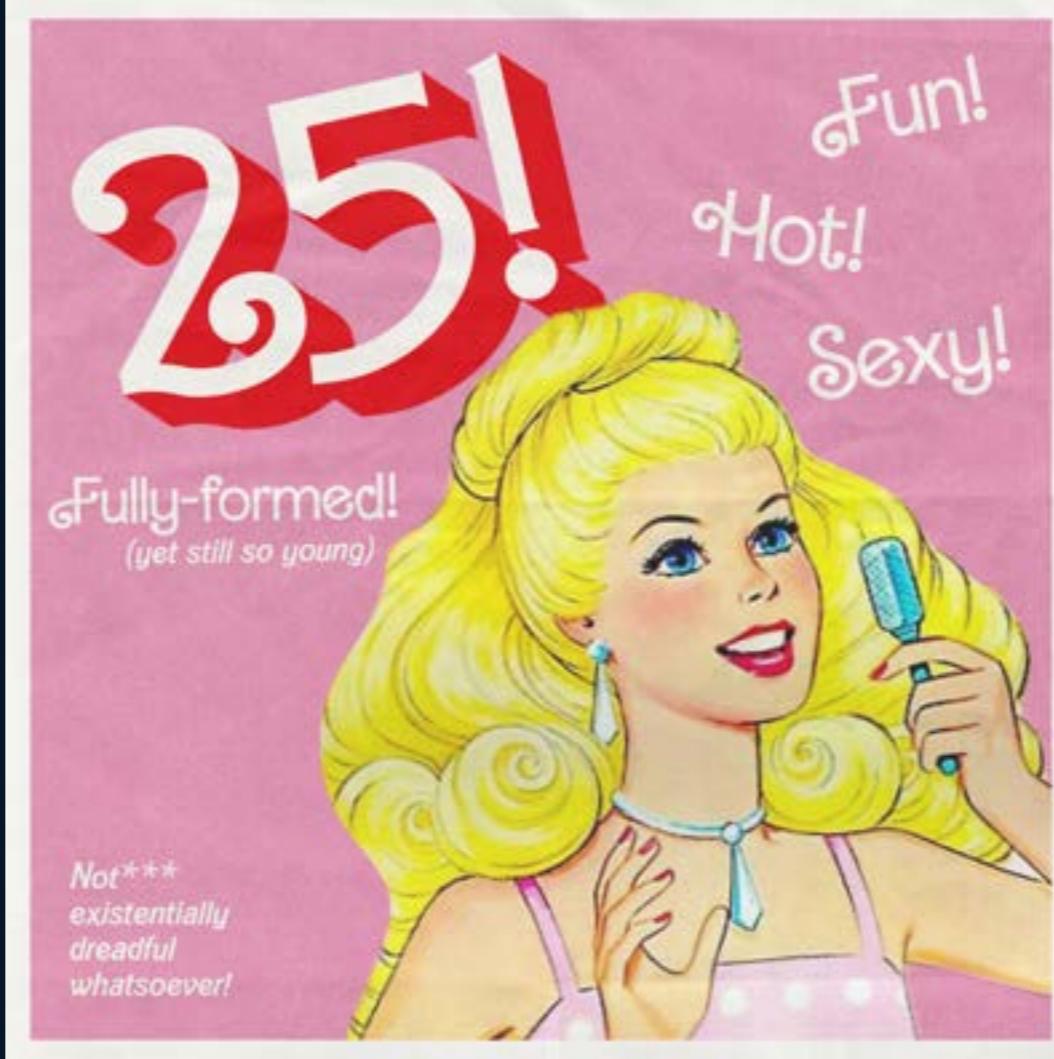
# partiful

October 2023

Partiful is a digital party planning platform primarily marketed towards and used by Gen-Z.

The platform provides their own collection of culturally relevant graphics for their users to use as a “poster” to share with their circle and promote their events.

Lau was commissioned to make a series of original posters available on the Partiful platform for users to select from when hosting their own parties.





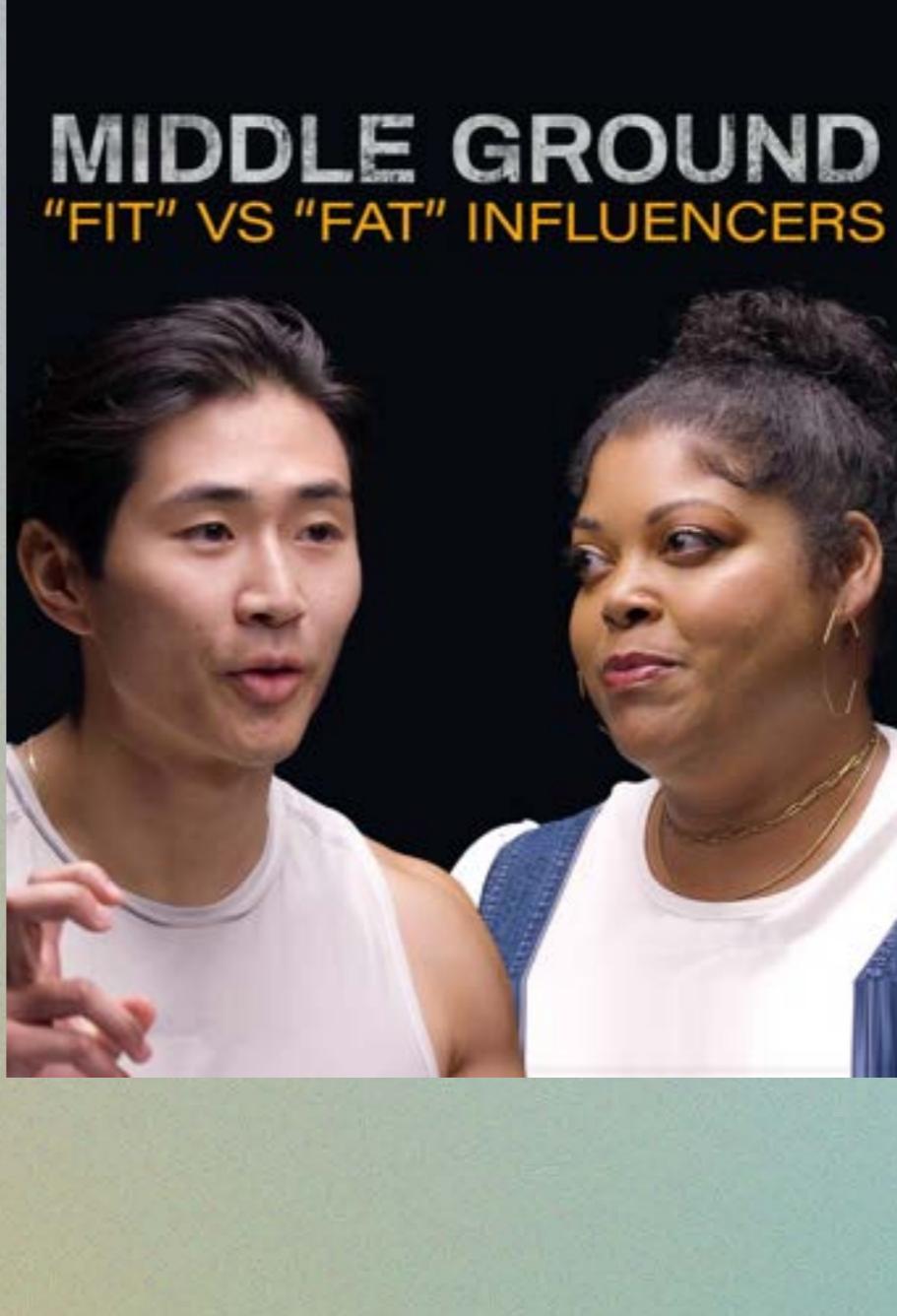
# Jubilee

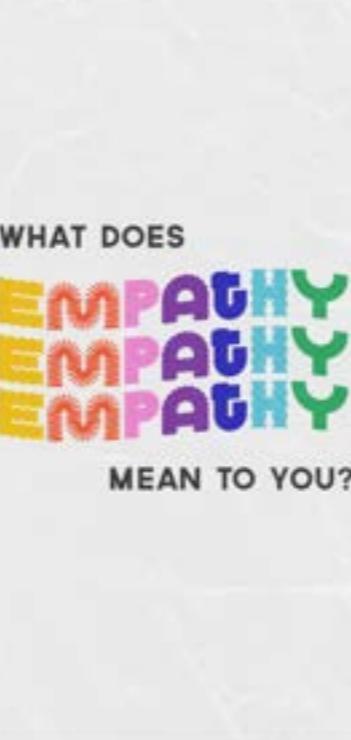
June 2021 - November 2022

Jubilee Media is a digital media company and Youtube channel with 8.3M+ subscribers.

With viral series such as Odd One Out, Middle Ground, and Versus 1, Jubilee strives to use digital media to provoke and promote empathy in their greater community.

Lau's work as a graphic designer consists of designing original branded content, thumbnails, and casting calls for usage on Instagram, Snapchat, and Youtube.





**ODD ONE OUT CASTING CALL**

- 6 Theater Kids vs 1 Secret Jock (or Fake)
- 6 Blackpink Fans vs 1 Fake
- 6 Kanye Fans vs 1 Hater (or Fake)
- 6 Black Belts vs 1 Fake
- 6 Ivy League Students vs 1 College Drop Out

Shooting in person, October 18th-19th in the Los Angeles area

Jubilee®  
Spectrum: Do All Trump Voters Think The Same?

BIDEN VOTERS      TRUMP VOTERS

I don't personally think that Trump is the answer to race relations because that's a bigger discussion; it's beyond him.

The economy is the biggest thing a president can do for us in terms of race relations.

The last thing he can do for Black America and people of color is to give them the opportunity to thrive and I think he's done that.

What do you think? We want to know - share your thoughts below!

SPECTRUM  
EP: Do All Acid Attack Survivors Think The Same?

I can forgive my attacker.  
Agree or disagree?  
Gutnitz - Strongly Disagree  
He not only attacked me, but my whole family.  
I've seen my mother cry day and night when my body was 65% burnt and my skin was melting and peeling off...  
I cannot forgive him ever.



Jubilee®  
**SEEKING: ADVICE**

Q: What's been on your mind lately?

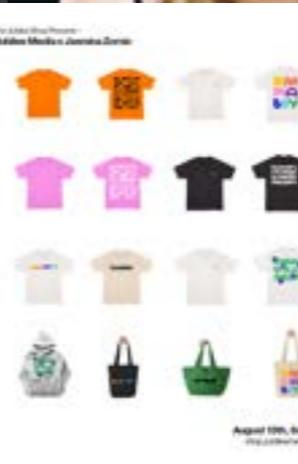
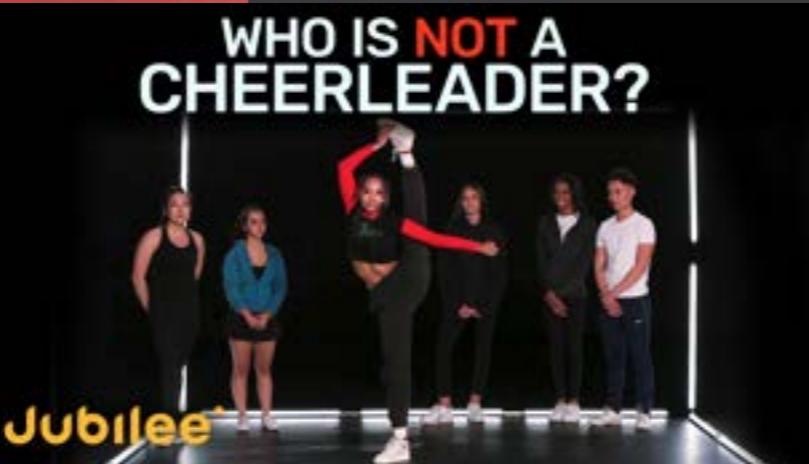
What's the best way to get over my ex?

Comment below to share your advice with your fellow GoodHumans!

Hey Goodhumans!  
**WE WANT TO KNOW**

What does Juneteenth mean to you?

Jubilee®  
Let's talk about  
**JUNETEENTH**  
Freedom Day - June 19



# HAUSBYLAU

January 2021 - March 2021

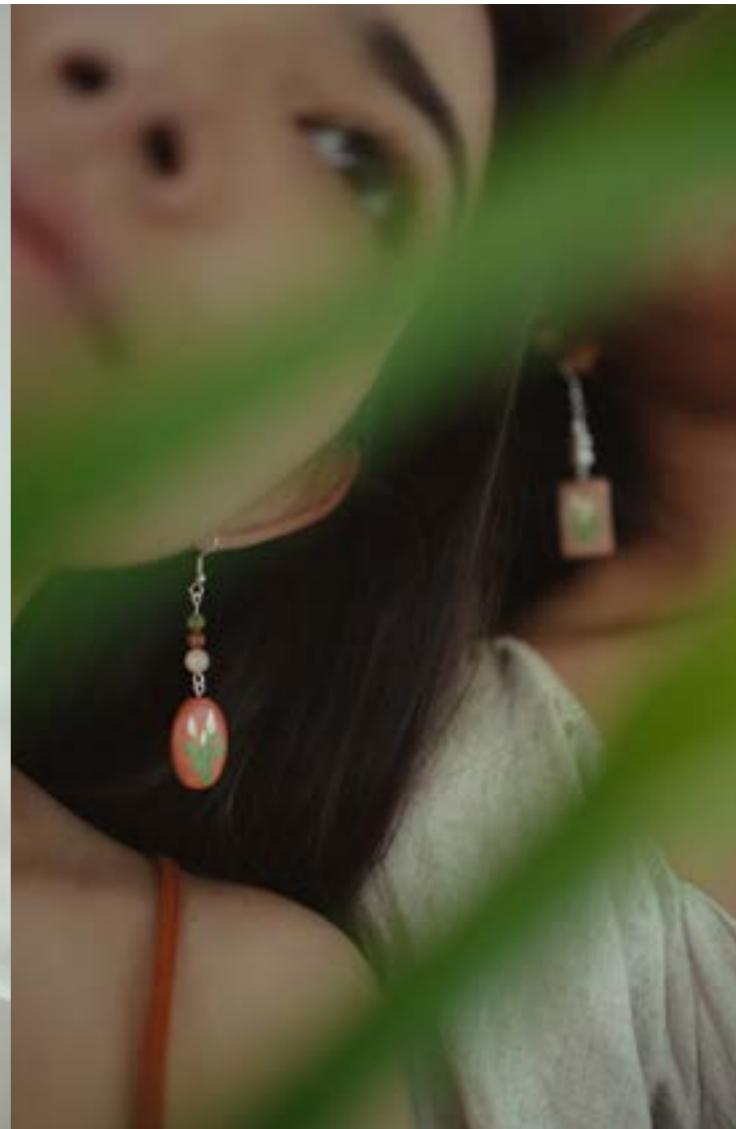
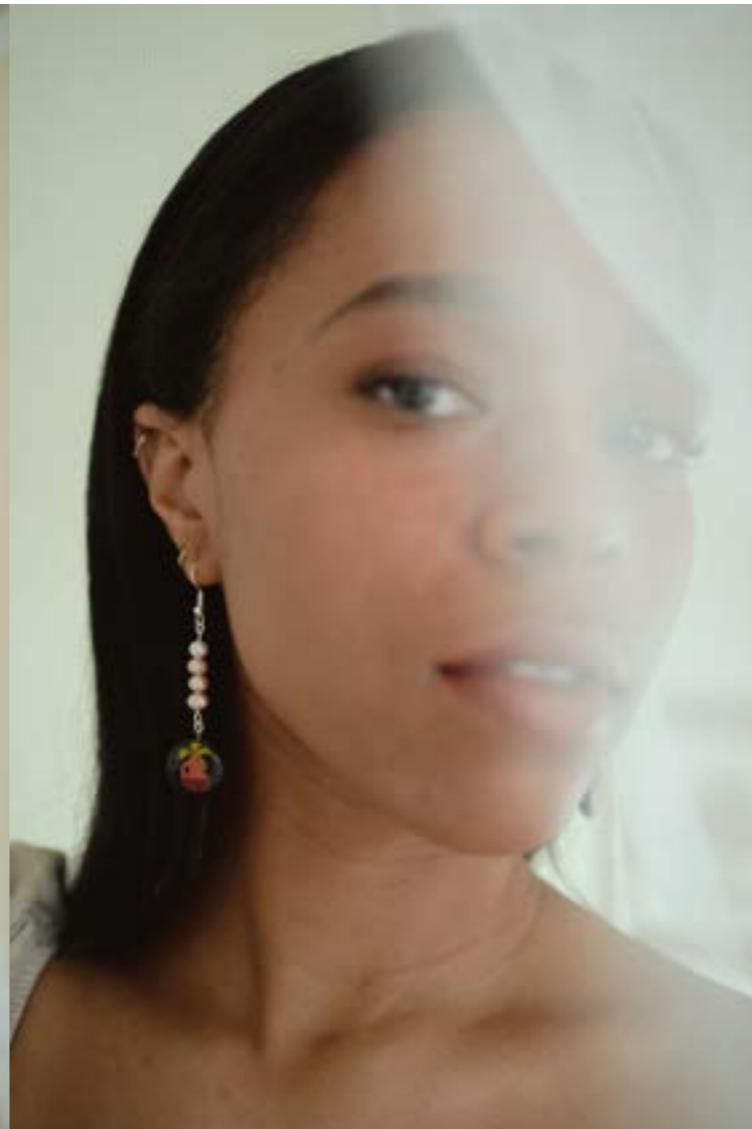
In January of 2021, Lau launched an online brand for her own line of handmade earrings inspired by the objects, places, art, and people in my life that make her feel at home.

She used this hobby as an opportunity to collaborate with her community of creatives to experiment with brand development and creative direction in the most hands-on way possible.









# impact

October 2020 – January 2021

@impact is a digital social justice platform with 2M+ followers that shares digestible + impactful content.

As a next-generation platform for value-driven young people who make movements happen, @impact focuses on pressing topics ranging from politics and news, to the taboos we need to be talking about.

Lau's work as a graphic designer consisted of creating relevant feed posts, stories, filters, and brand collaboration content.



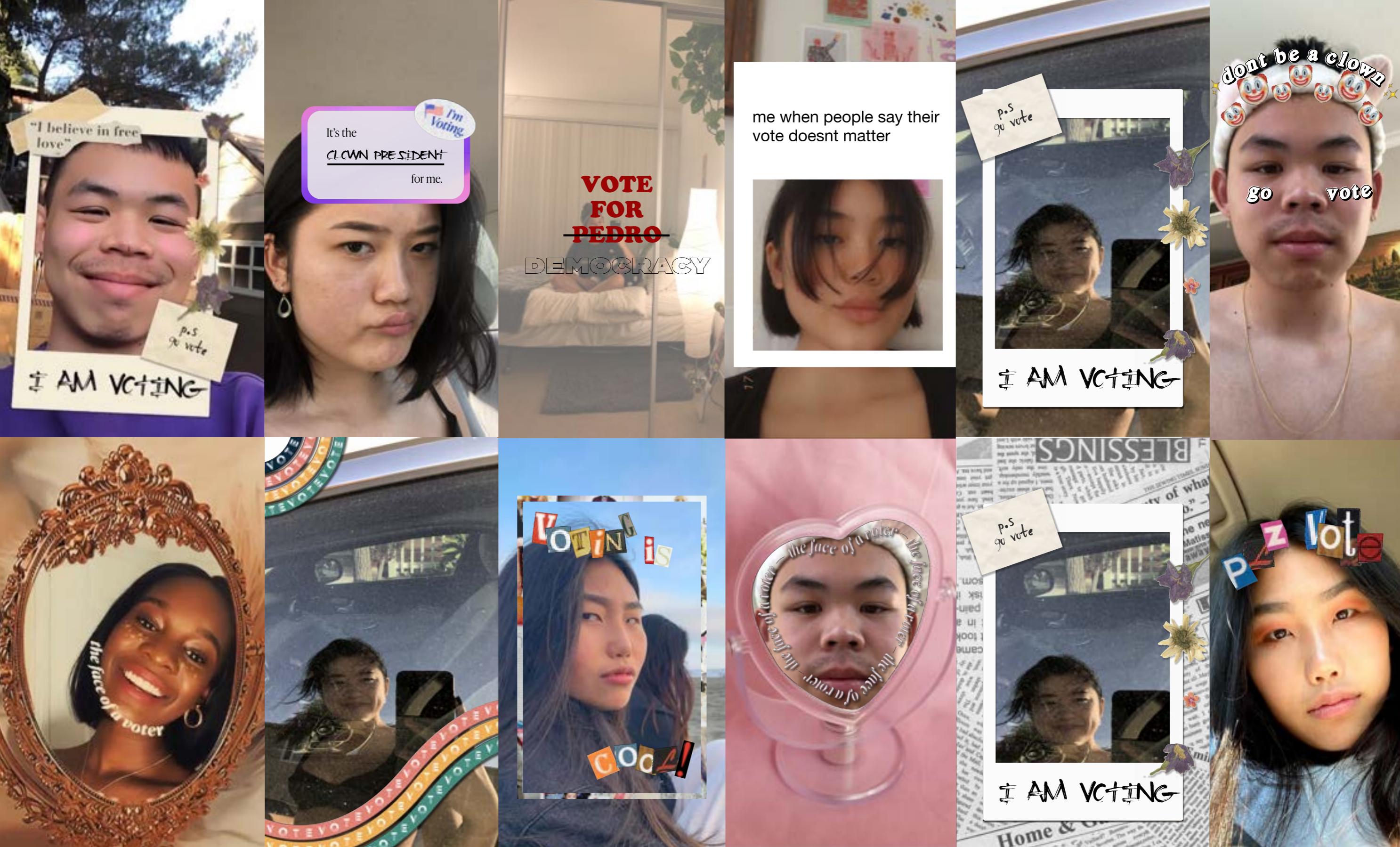
You've made it  
this far.

& it sure as hell wasn't easy.  
I'm proud of you. ☺

created with @bysophialau

REMINDER: YOU ARE WORTH  
MORE THAN A ONE-WORD REPLY





**impact** filter design  
October 2020

Lau designed 10+ new Instagram filters in collaboration with BigTent Creative to encourage GenZ to register to vote for the November 2020 election. The filters reached a total of 2M+ people.

# Chez Jorge

November 2020 – January 2021

George Lee (@chez.jorge) is a professionally trained chef who shares Taiwanese-inspired vegan dishes to his online communities on Instagram (360K+) & TikTok (463K+).

Lau worked with George as his ebook designer + social media manager, during which she designed several drafts of his upcoming cookbook, managed several brand collaborations, and maintained his brand throughout his multi-faceted online presence.



# Mapo Tofu Buns

makes 20 buns / prep: 70 min / cook: 15 min

## FOR THE DOUGH:

500 GRAMS ALL-PURPOSE FLOUR  
280 GRAMS WARM WATER  
5 GRAMS INSTANT YEAST  
4 GRAMS SUGAR

## FOR THE FILLING:

3 CLOVES GARLIC, FINELY MINCED  
1 TEASPOON FRESH GINGER,  
GRATED  
3 DRIED CHILIS, FINELY MINCED  
1 BLOCK FIRM TOFU, CRUMBLED  
30 GRAMS CARROTS, FINELY  
MINCED  
35 GRAMS TVP, OR TEXTURED  
VEGETABLE PROTEIN  
(SUBSTITUTE: 8-10 SHIITAKE  
MUSHROOMS)  
2 TABLESPOONS GARLIC BLACK  
BEAN PASTE  
2 TABLESPOONS DOUBANJIANG,  
OR SPICY BEAN PASTE  
2 TABLESPOONS LIGHT SOY SAUCE  
(LOW SODIUM)  
1 TABLESPOON DARK SOY SAUCE  
(LOW SODIUM)  
1 TEASPOON GROUND SICHUAN  
PEPPER  
1/2 TEASPOON FIVE-SPICE  
3 SCALLIONS, CHOPPED  
1 TABLESPOON CORNSTARCH  
KOSHER SALT, TO TASTE

*Prepare the Dough.* In a large mixing bowl, first combine flour, instant yeast, and sugar. Slowly stream in the warm water, and mix until a dough forms. Once a rough dough forms, turn it onto a generously floured surface and knead until smooth, about 7 minutes. Place the dough back into the bowl, then cover and let rest for 1-1.5 hours.

*Prepare the TVP.* Soak the TVP in warm water for 10 minutes. After 10 minutes, drain the water and squeeze out excess liquid from the rehydrated TVP. Set aside.

*Prepare Mapo Tofu Filling.* First, drain the firm tofu well & mash it up with a fork (or crumble with your hands). In a pan or wok, heat about 1 tablespoon of a neutral-flavored oil on medium heat, and fry together garlic, ginger, and dried chilis until aromatic, about 1 minute. Add TVP, carrots, and tofu and cook until most liquid evaporates, about 7 minutes.

Follow with soy sauces, fermented black bean paste, doubanjiang, ground Sichuan peppercorns, five-spice, and cook for 2-3 more minutes. Finish by evenly distributing the cornstarch (you don't need to make a slurry), as well as sprinkling on scallions. Taste and adjust seasoning with salt, then place finished filling in the refrigerator to chill while you finish preparing the dough.



*Make the Buns.* Take your rested dough and press it down to squeeze out excess air. Note: You must squeeze out as much air as possible so that the gas distribution would be even after the second proof. Make a hole in the middle of the dough and stretch it until it resembles a large donut, then tear at any dough point to get a long log. Squeeze the dough through a gap made with your thumb and forefinger (or just use a knife) to get 20 equally-sized pieces of dough (see picture above for visuals). Roll and gather each piece of dough into a round, smooth ball.

Take a ball of dough and first gently press it to flatten. Then take a floured rolling pin and roll the dough out on all sides into a round sheet, thickest at the center. Take each flattened dough and place about two tablespoons of filling in the middle.

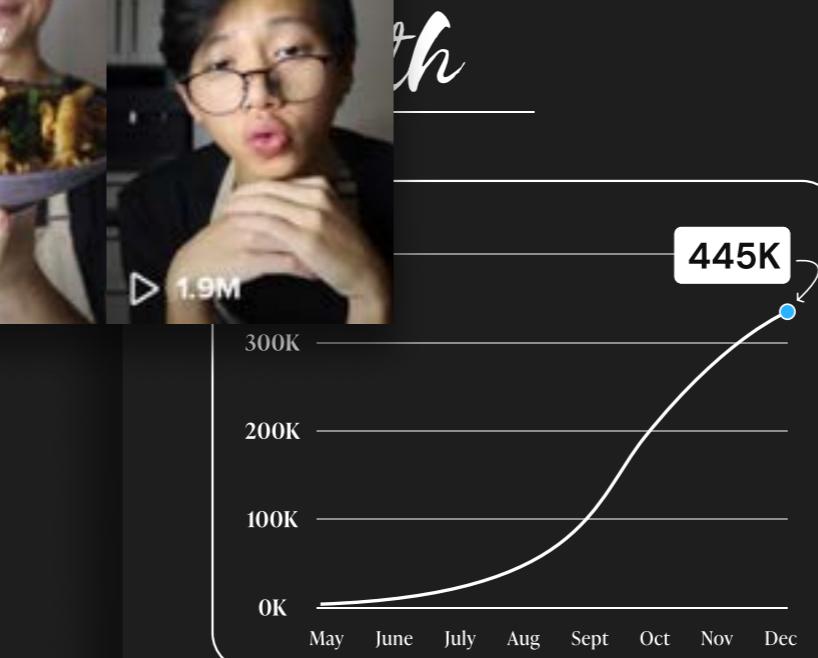
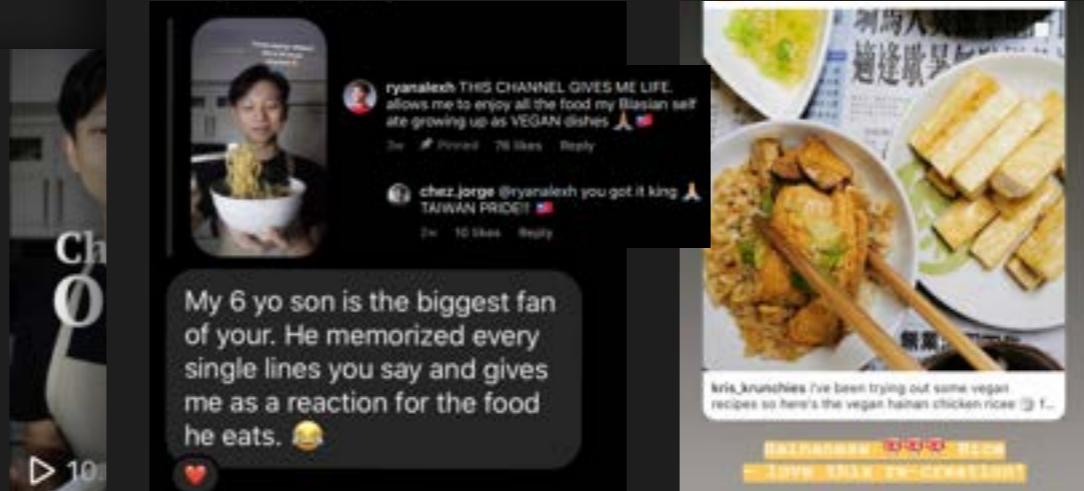
# Content

I share bite-sized video content featuring my own vegan, Asian-inspired recipes:

**4-5x**  
per week

**203K**  
Instagram  
followers

**242K**  
TikTok  
followers



Last 30 days:

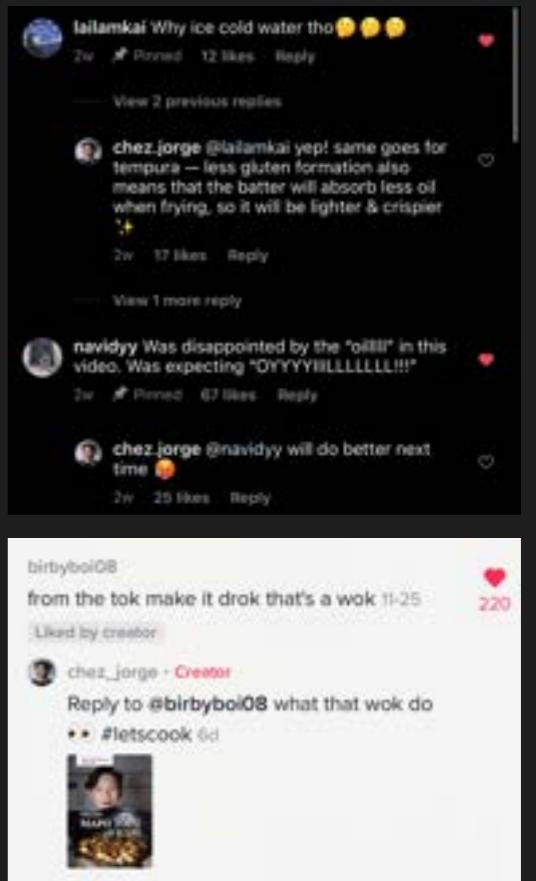
**21M**  
TikTok+IG  
video views

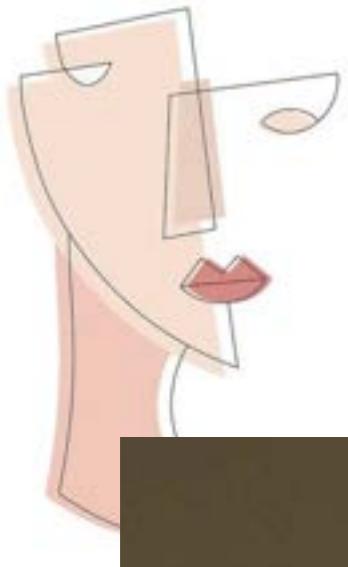
**11.2M**  
unique Instagram  
accounts reached

**303K**  
TikTok+IG  
profile visits

# Engagement

I love to stay involved in my community by individually replying to messages, answering recipe questions, sharing other's recreations, and engaging in fun humor!

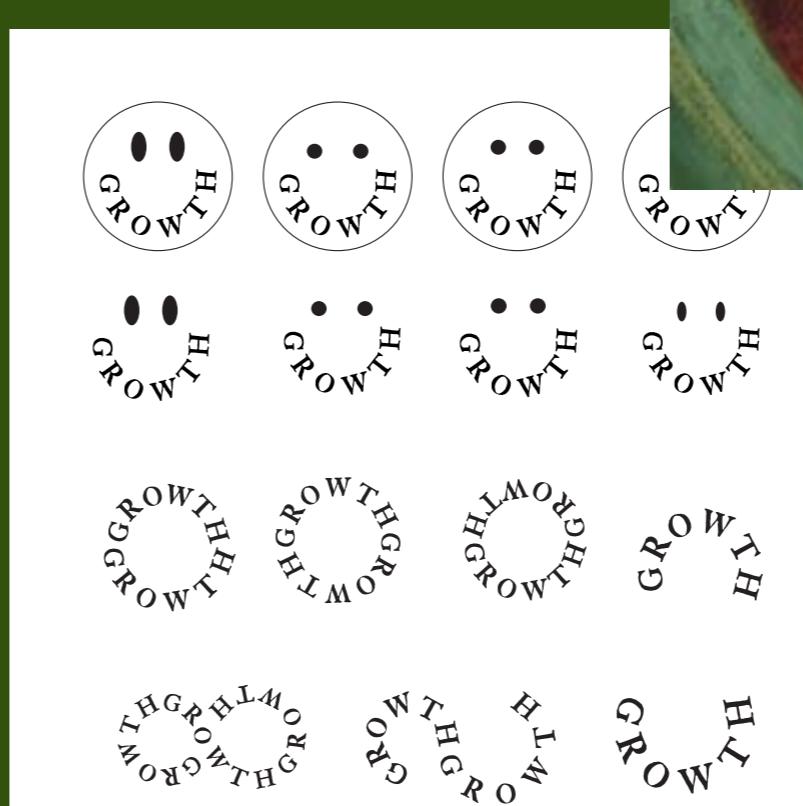




# bysophialau

2018 – present

@bysophialau is an Instagram Lau started in 2018 to showcase her growth as a multifaceted artist.



i do not love you any less.  
i do not respect you any less.

in fact, this is me showing you love&respect –  
by showing myself love&respect first.

# NO

i simply  
do not have  
the mental nor  
emotional capacity  
to even show up for  
myself at the moment.

i would never make you feel  
guilty if you were in my position –  
so please do me the kind favor of  
doing the same.

please don't take  
my self care personally.

<3  
bysophialau

i would much  
rather show up  
for you 100% later,  
than 20% right now.

sometimes,  
i need to say no to you  
in order to say yes to myself.

setting healthy boundaries  
is my love language to myself.

thank you  
for understanding

## SURROUND YOURSELF ONLY WITH THOSE WHO WANT TO SEE YOU GROW



PAVANA

BYSOPHIALAU

## WHEN WAS THE LAST TIME



### YOU FILLED YOUR OWN CUP?

BYSOPHIALAU

Nothing in nature  
a one-way  
relationship

As when we breathe, everything in the global  
life community constantly gives as well as  
receives.

bysophialau

To participate in this process  
expressing appreciation to others  
given you something.

Michael J. Cohen, Reconnecting with Life

LOVE THEM MORE THAN YOU LOVE YOURSELF?

No       Not Sure

LOVE THEM MORE THAN YOU LOVE YOURSELF?

LOVE YOU MORE THAN YOU LOVE YOURSELF?

No       Not Sure

YOU SHOW LOVE – Not Sure

FOR YOURSELF  
YOU SHOW LOVE

FOR YOURSELF

FOR THEM

FOR THEM

DO THEY SHOW LOVE FOR YOU?

Do they do to show you love that you don't already  
have for yourself?

Do they do to show you love that you don't already  
have for yourself?

Do they do to show you love that you don't already  
have for yourself?

AS THE LAST TIME YOU SPENT A DAY WITH ONLY  
YOURSELF AND ENJOYED IT?

AS THE LAST TIME YOU SPENT A DAY WITH ONLY  
YOURSELF AND ENJOYED IT?

last week      last month      I don't remember

AS THE LAST TIME YOU GAVE YOURSELF A GENUINE  
AFFIRMATION AND MEANT IT?

AS THE LAST TIME YOU GAVE YOURSELF A GENUINE  
AFFIRMATION AND MEANT IT?

last week      last month      I don't remember

IF THEY LEFT TOMORROW, YOU WOULD STILL FEEL WHOLE  
COMPLETE ON YOUR OWN:

I strongly agree      I slightly disagree      I'm not sure

I slightly agree      I strongly disagree      I'm not sure

I strongly agree      I strongly disagree      I'm not sure

I'm not sure

ONE THING YOU CAN DO TODAY TO SHOW YOURSELF LOVE?

Well, what are you waiting for?

ONE THING YOU CAN DO TODAY TO SHOW YOURSELF LOVE?

bysophialau

You  
were  
born  
with  
the  
right  
to be  
happy

You were born with the right  
to love, to enjoy and to share your love.

DOI MAYER RICE  
BY SOPHIA LAU

You are alive,  
so take your life and enjoy it.

It is only once you have healed your relationship  
with your inner child that you may begin to live as  
authentically, unapologetically, and shamelessly as  
they once did.

List out everything you needed to hear as a kid –  
validation, affirmations, forgiveness, love – and  
visualize your current self reciting these words to  
your younger self. Then, begin to live your life as  
though you had grown up hearing these all along.



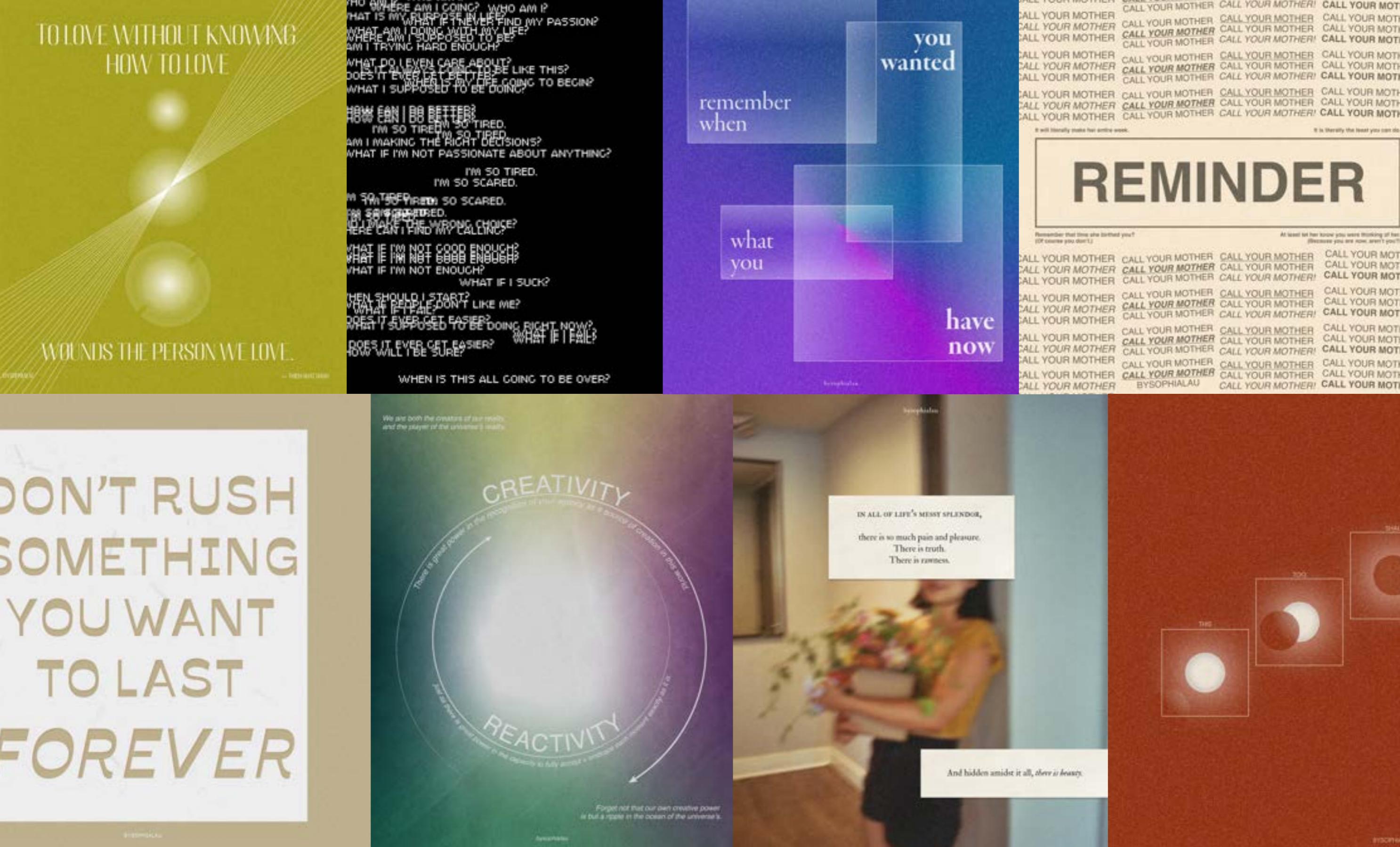
A LETTER TO MY YOUNGER SELF:

Dear kid,  
If only you knew what I know now.

YOU GET IN LIFE  
WHAT YOU HAVE  
THE COURAGE  
ASK FOR

OPRAH WINFREY

BYSOPHIALAU



thank you

slauphia@gmail.com  
[linkedin.com/in/lausophia/](https://www.linkedin.com/in/lausophia/)