

SOPHIA LAU

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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.

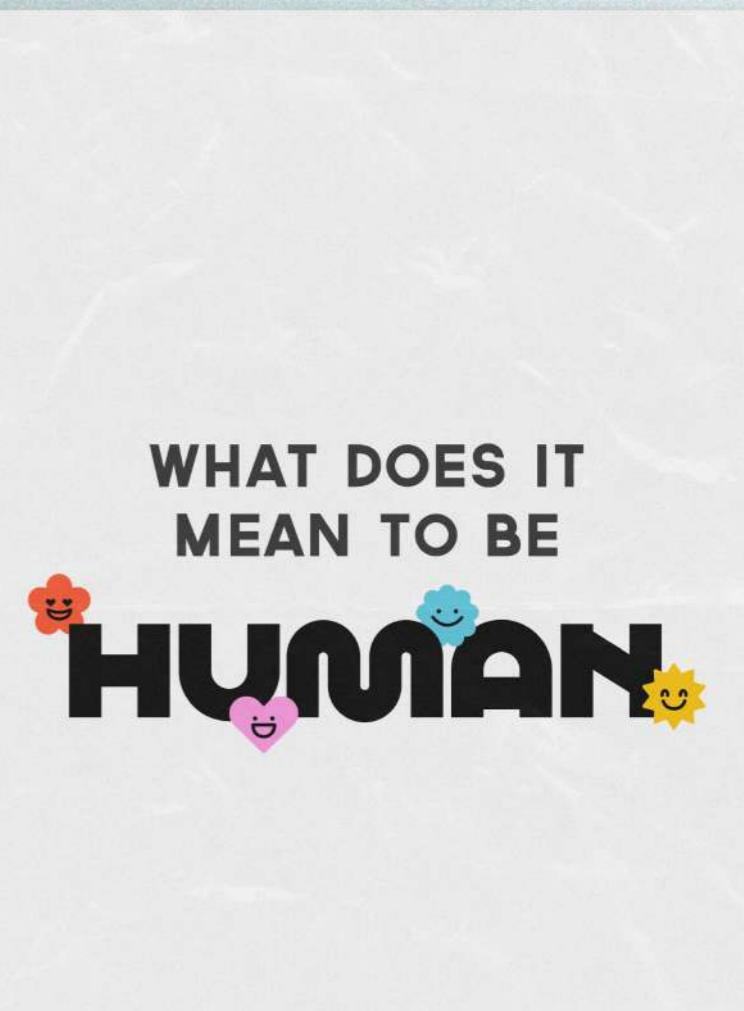
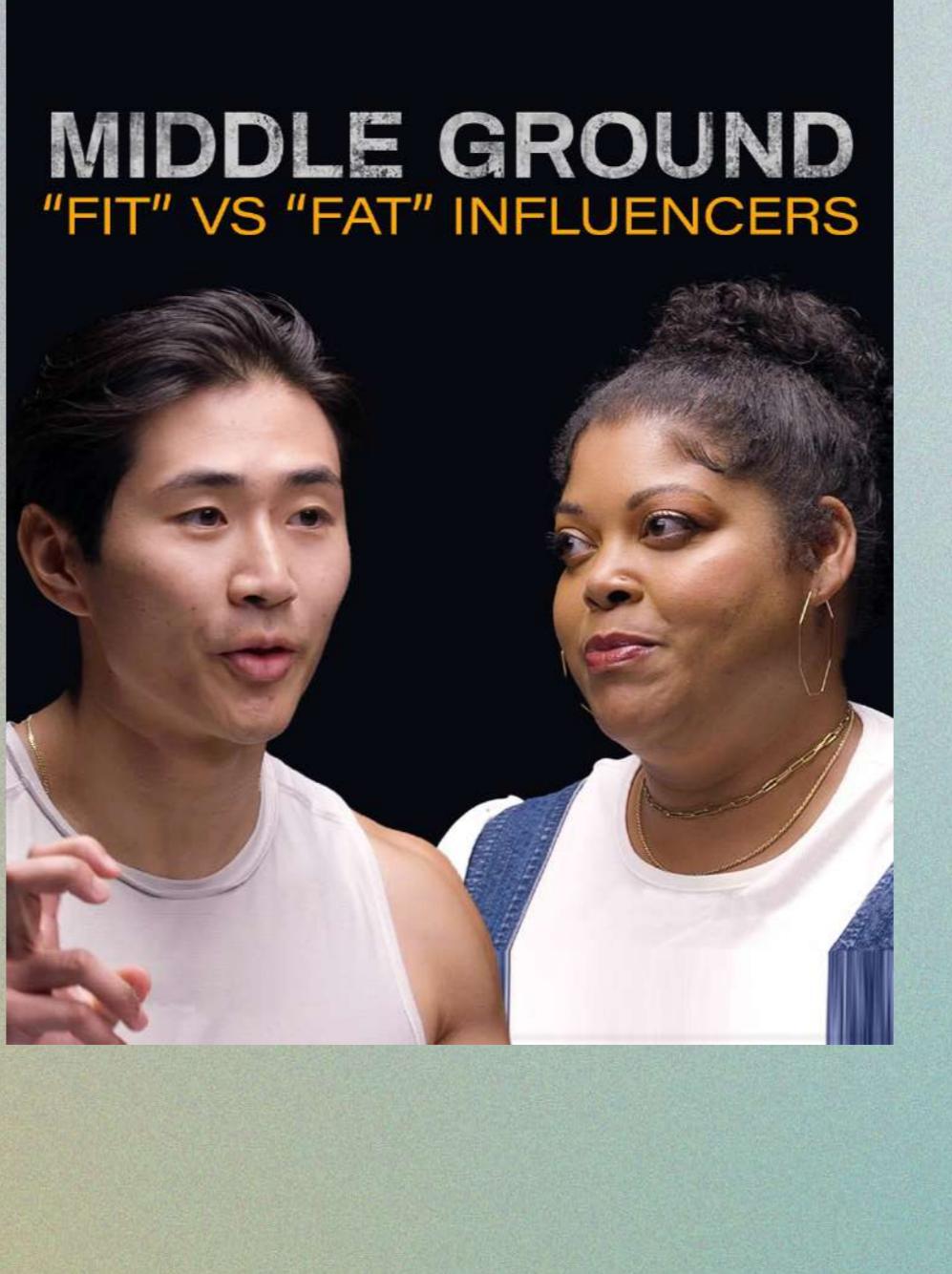
Jubilee

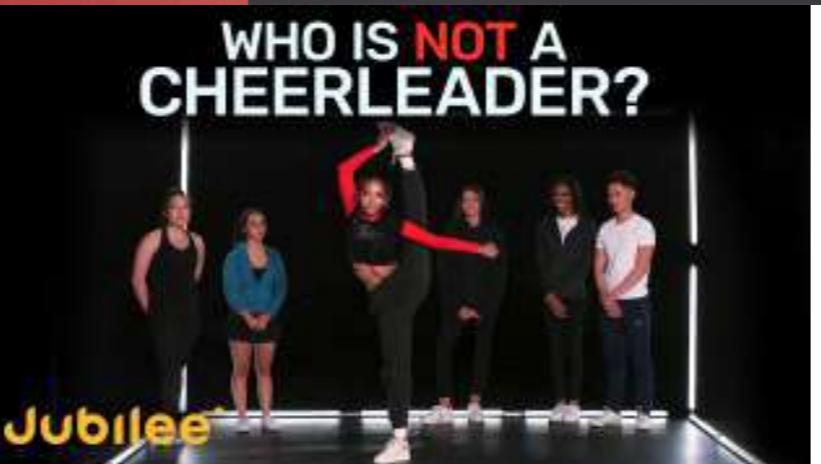
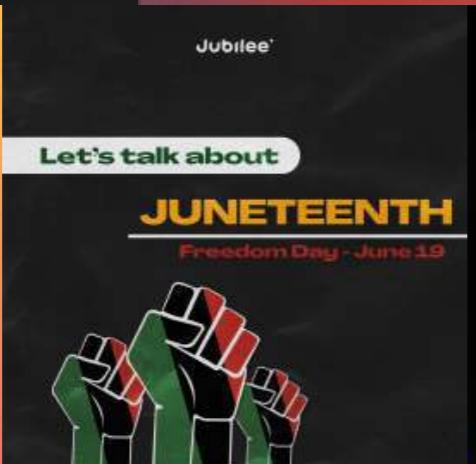
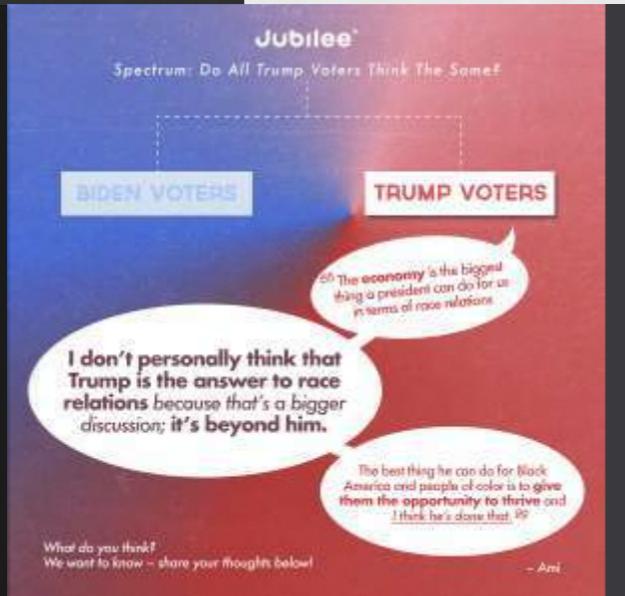
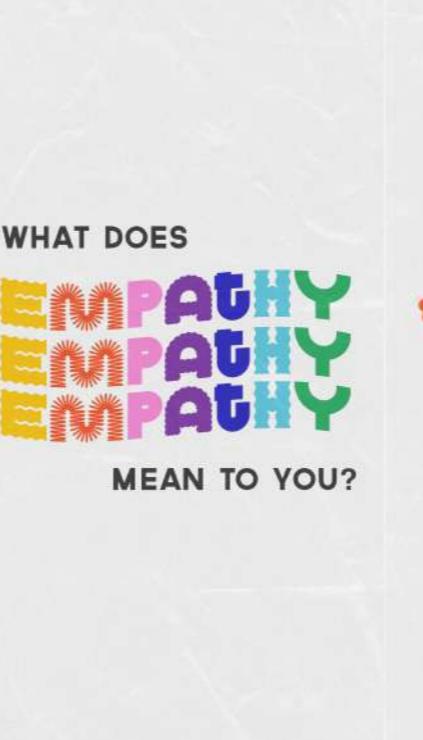
June 2021 - present

Jubilee Media is a digital media company and Youtube channel with 6.6M+ 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.





HAUSBYLAU

January 2021 - March 2021

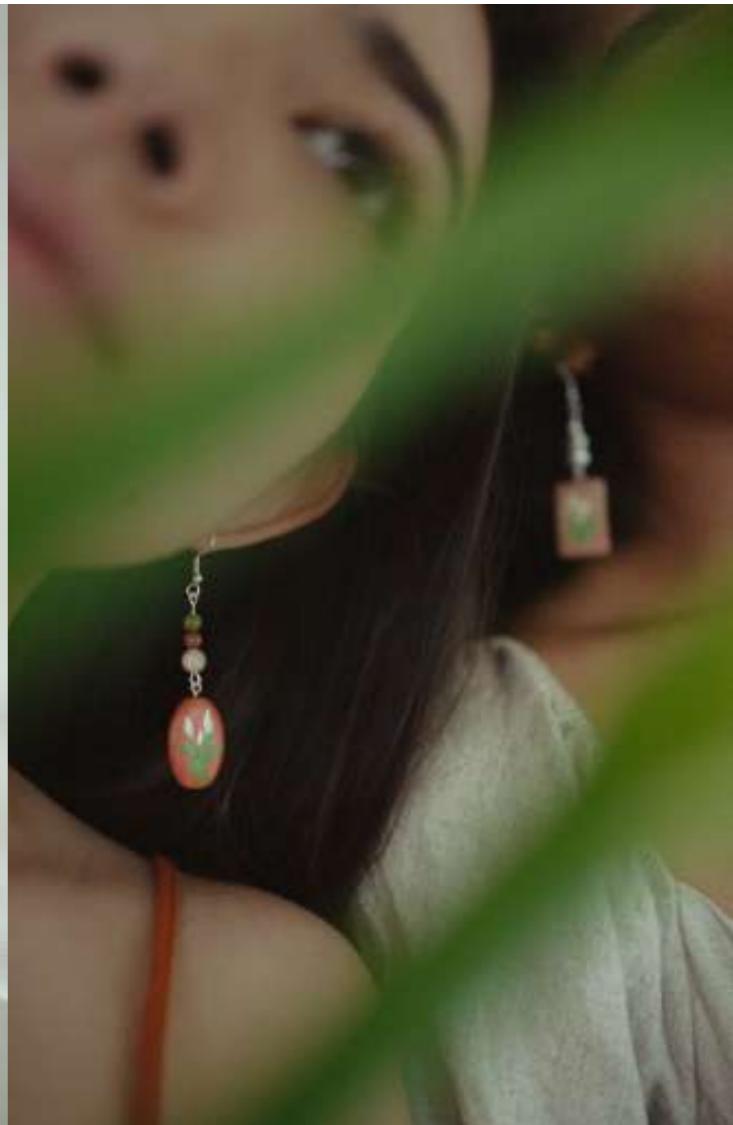
In January of 2021, Lau launched an online brand for her own line of handmade earrings inspired by the objects, places, art, and people in my life that make her feel at home.

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.









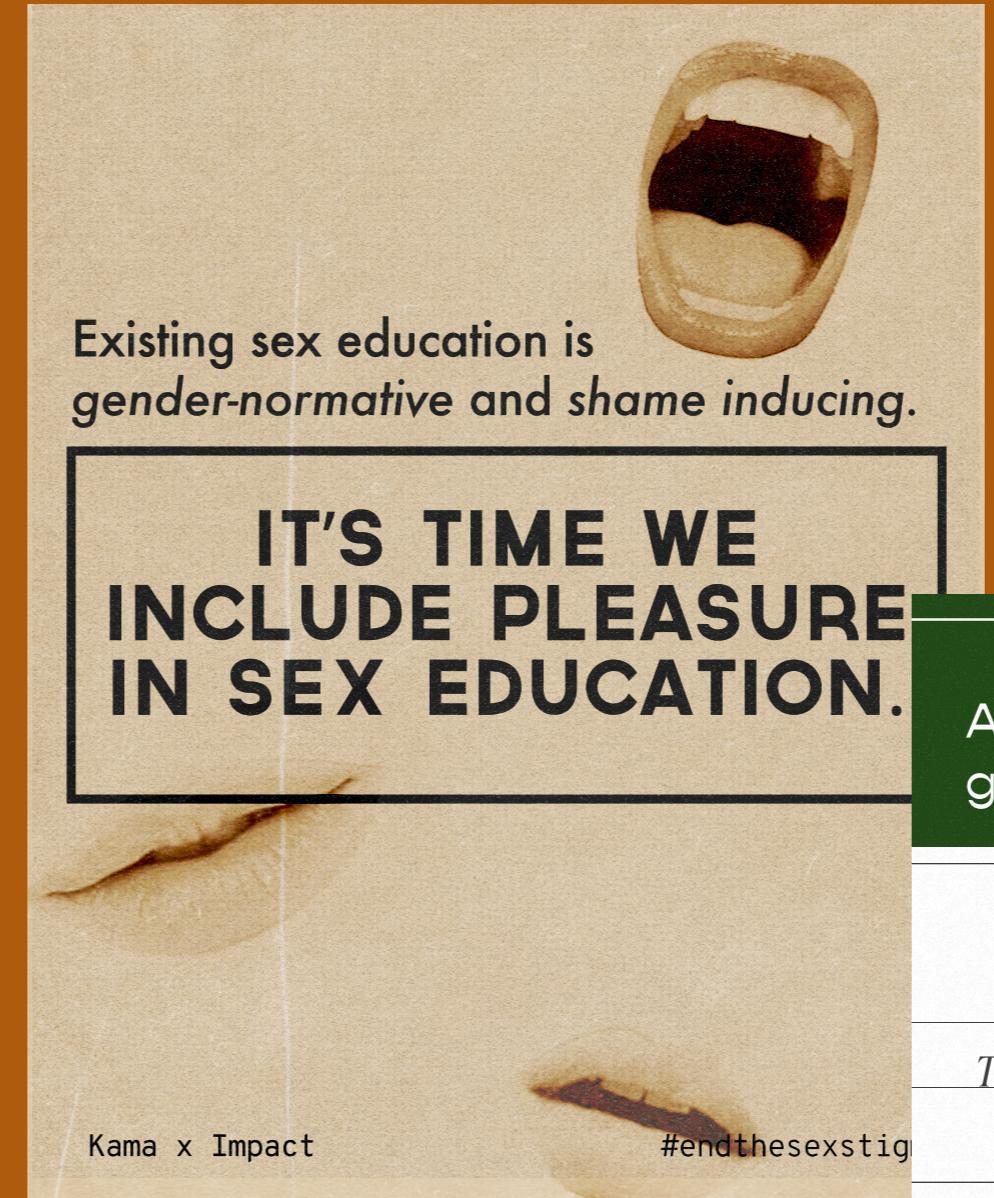
impact

October 2020 – January 2021

@impact is a digital social justice platform with 1.3M+ 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 @bysophie

America's billionaires could give **everybody** in the country

\$3,000

Three Thousand dollars

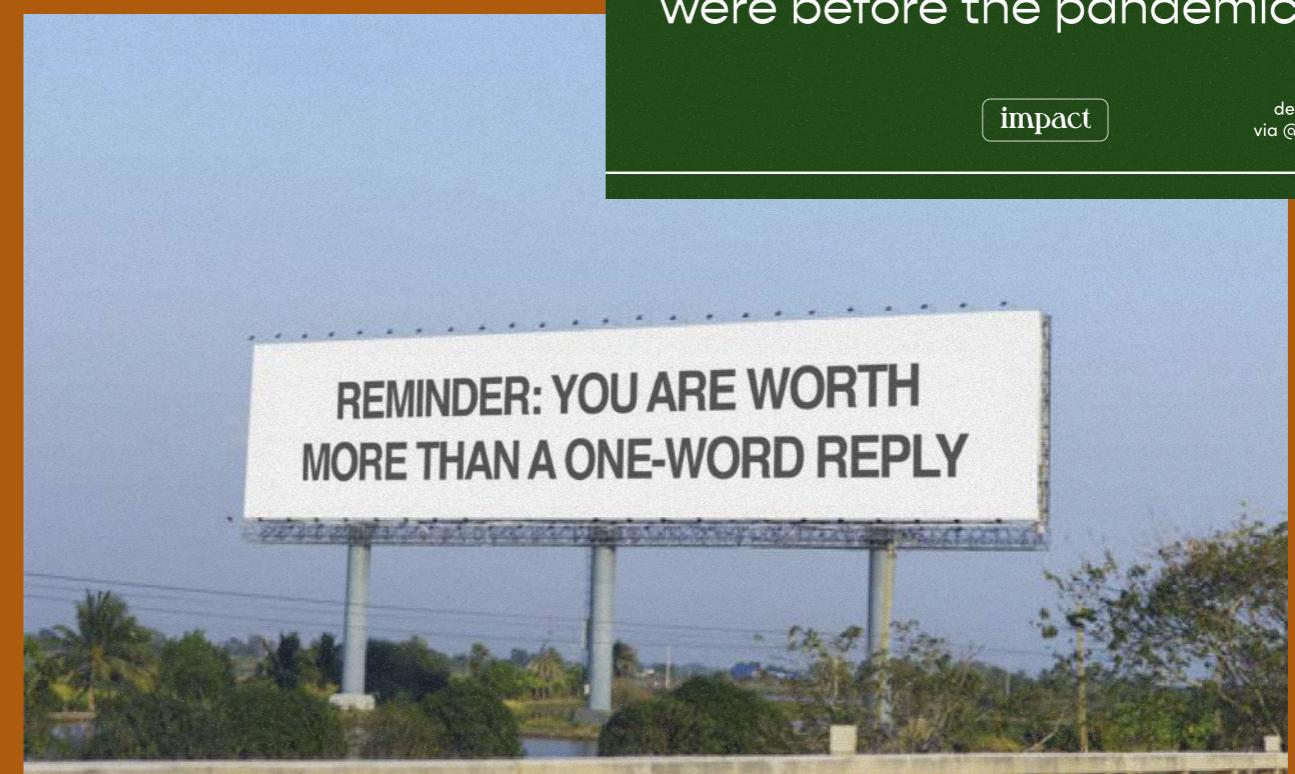
America's billionaires

this check

and still be **richer** than they were before the pandemic.

impact

design @bysophialau
via @RBReich on twitter





Existing sex education is gender-normative and shame inducing.

IT'S TIME WE INCLUDE PLEASURE IN SEX EDUCATION.

Kama x Impact #endthesexstigma

Sex is a part of nearly everyone's life, yet many of us don't properly understand the **nitty gritty** of it.

We're taught that talking about sex is **shameful** or even **taboo**, with parents, doctors, and peers attempting to avoid the subject.

IT'S 2021.

Kama x Impact

The first step to expanding your pleasure potential is getting to know your body.

With Kama's practices, you will learn practical sex and self-pleasuring skills through educational content and physical practices.

IT'S 2021.

Kama x Impact

Kama encourages their community to share stories in live events and workshops to spark a bigger conversation about prioritising pleasure and bringing fun back into our sex lives.

reflect on...

relationships

* How has this year affected your personal relationships - with your friends, family, & peers?
* How has this year affected your relationship with yourself?
* How has this year affected your relationship with the world?

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

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We're taught that talking about sex is shameful or even taboo, with parents, doctors, and peers attempting to avoid the subject.

You've made it this far.

It's sure as hell wasn't easy.
I'm proud of you. ☺

impact created with @bysophialau

DID I HAVE A GOOD YEAR?

no	partly	yes
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THE BIGGEST CHALLENGE OF THIS YEAR:

I NOMINATE...

impact design @bysophialau

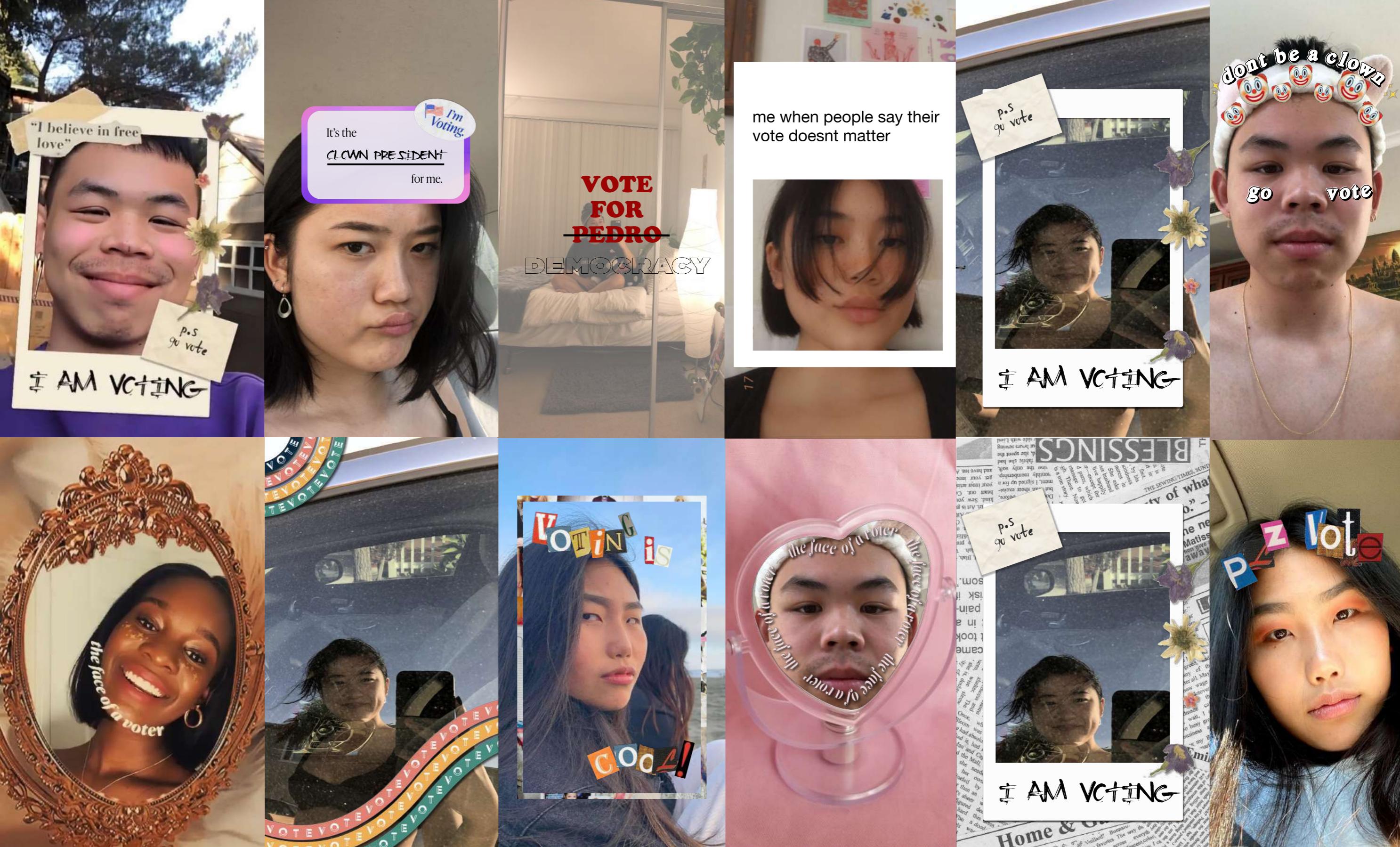
A CAUSE I WAS MOST PASSIONATE ABOUT THIS YEAR:

I NOMINATE...

impact design @bysophialau

I NOMINATE...

impact design @bysophialau



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.

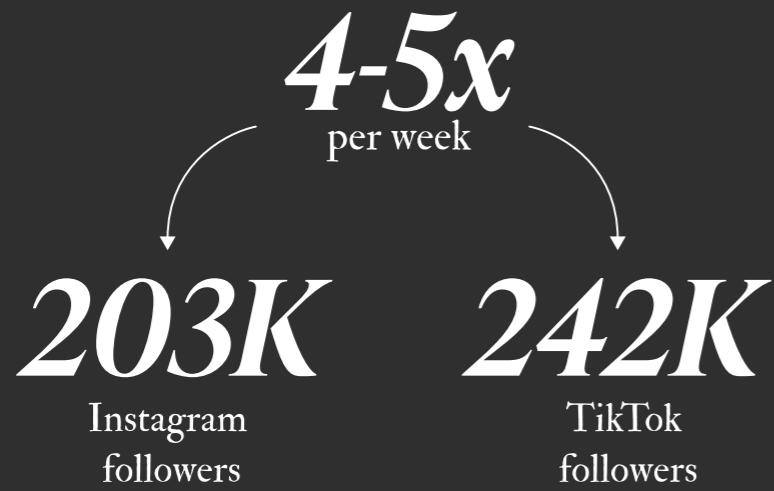


Make the Buns. Take your rested dough and press it down to squeeze out excess air. Note: You must squeeze out as much air as possible so that the gas distribution would be even after the second proof. Make a hole in the middle of the dough and stretch it until it resembles a large donut, then tear at 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:



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!

A screenshot of a social media feed showing several posts. One post features a woman holding a bowl of ramen, with a caption: "chezjorge_diyaswakai yes! same goes for tempura = less gluten formation also means that the batter will absorb less oil when frying, so it will be lighter & crispier! 🍽️" Another post shows a dish with the caption: "My 6 yo son is the biggest fan of your. He memorized every single lines you say and gives me as a reaction for the food he eats. 😊". A third post shows a dish with the caption: "nita_krunchies I've been trying out some vegan recipes so here's the vegan hainan chicken rice 😊 - RECIPE IN DESCRIPTION - SUBSCRIBE FOR MORE VIDEOS - FOLLOW ME ON INSTAGRAM @NITAKRUNCHIES".

Two small video stills. The left one shows the creator holding a bowl of "Vegan 'Chicken' Pad See Ew". The right one shows the creator eating from a bowl.

A line graph showing follower growth from May to December. The y-axis represents the number of followers in thousands, ranging from 0K to 300K. The x-axis represents the months from May to December. The curve starts at approximately 10K in May and rises sharply to about 445K by December. A callout bubble points to the December data point with the text "445K".

Month	Followers (K)
May	~10
June	~15
July	~25
August	~50
September	~100
October	~200
November	~300
December	445K

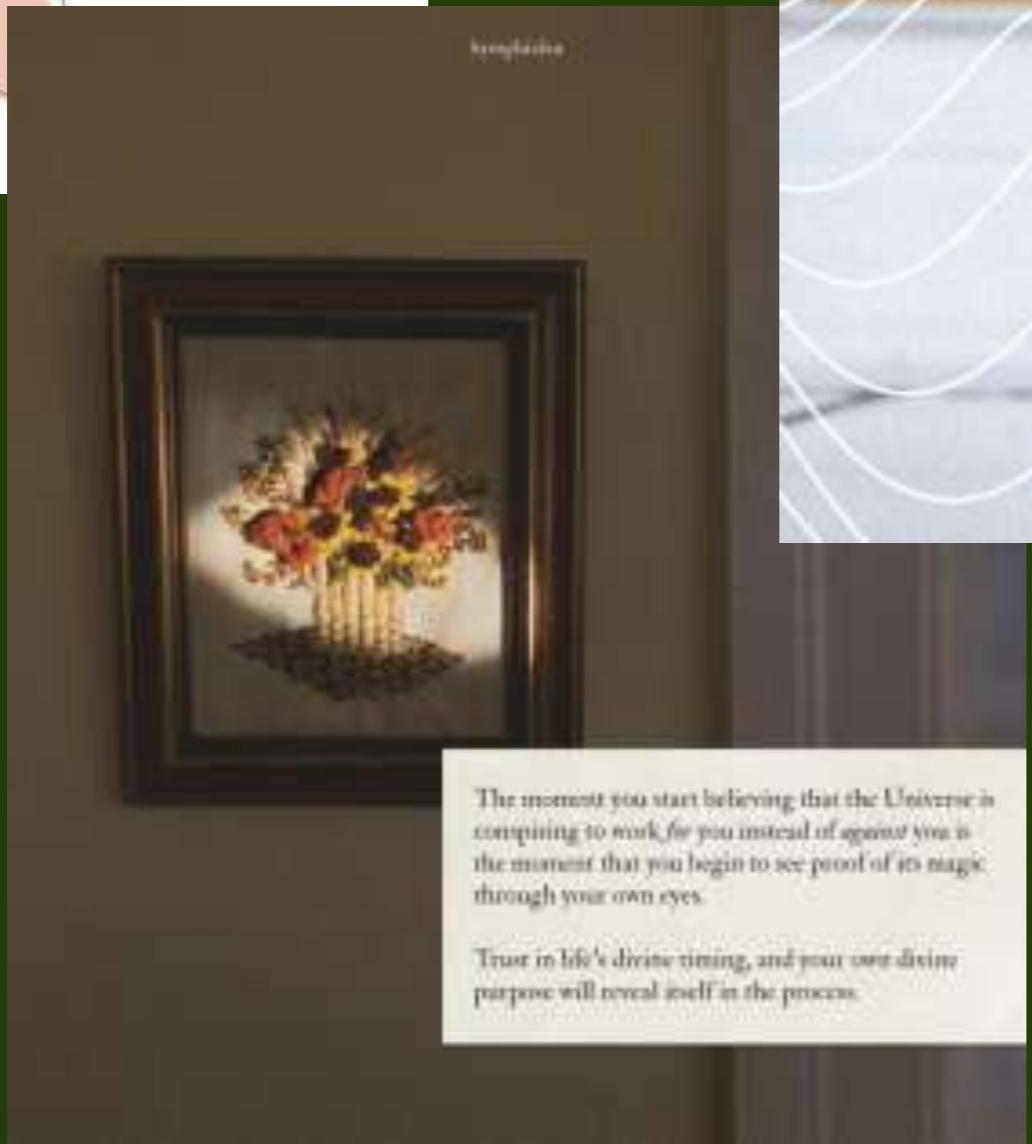
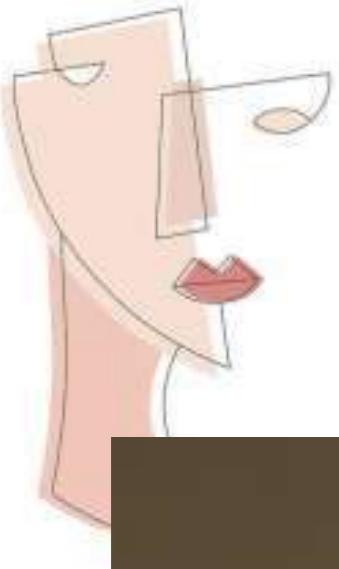
Last 30 days:

21M
TikTok+IG
video views

11.2M
unique Instagram
accounts reached

303K
TikTok+IG
profile visits

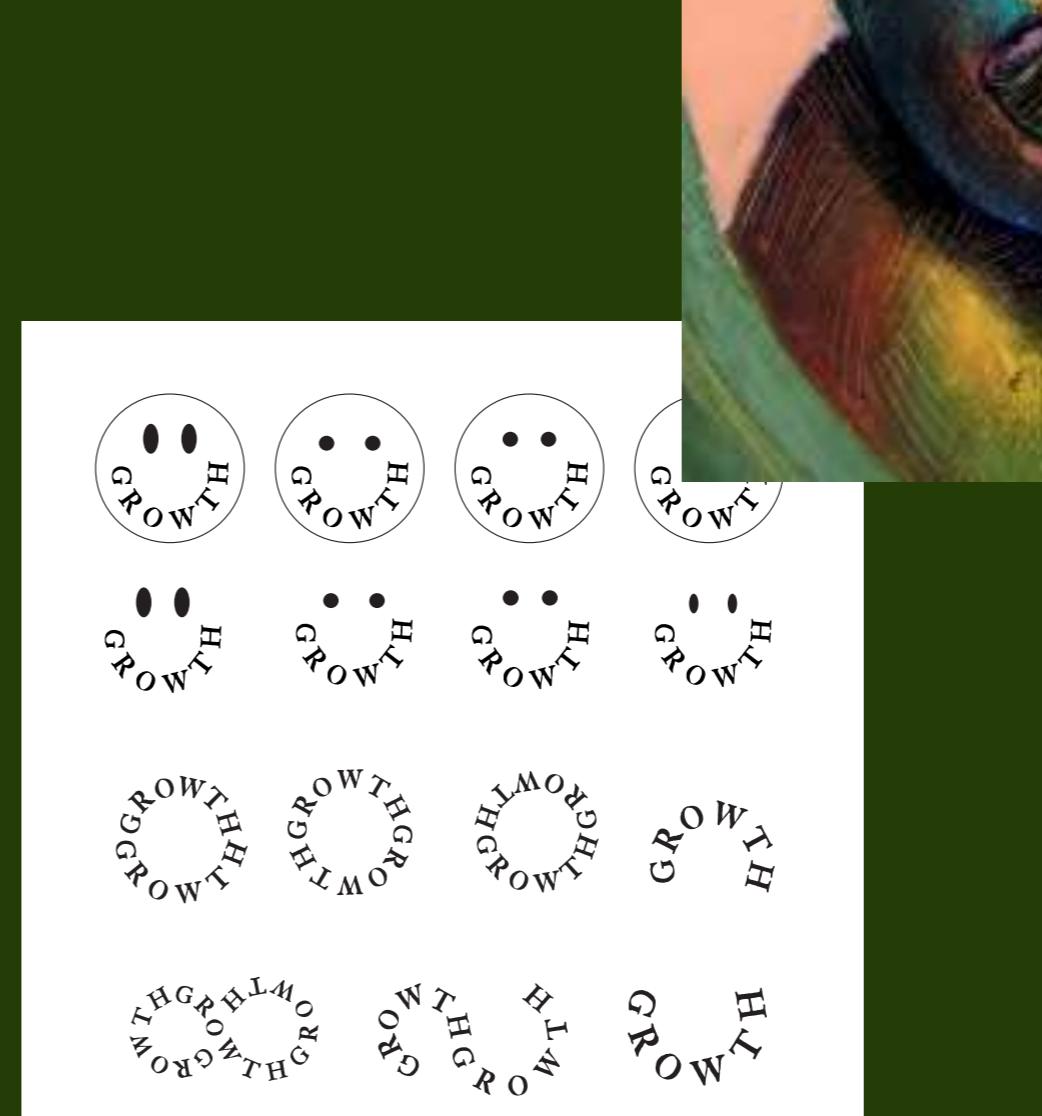
Chez Jorge media kit
November 2020 - January 2021



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.
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 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.

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

thank you
for understanding

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

PAVANA
BYSOPHALAU

**WHEN WAS THE
LAST TIME
YOU FILLED YOUR
OWN CUP?**

BYSOPHALAU

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

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To participate in this process, express appreciation to others who have given you something.

Michael J. Cohen, Reconnecting with Life

LOVE THEM MORE THAN YOU LOVE YOURSELF?
 No Not Sure

LOVE YOU MORE THAN YOU LOVE YOURSELF?
 No Not Sure

**YOU SHOW LOVE –
FOR YOURSELF FOR THEM**

DO THEY SHOW LOVE FOR YOU?
 What do they do to show you love that you don't already
have for yourself?
 Of these things, which ones are you capable of
giving for yourself?

**WAS THE LAST TIME YOU SPENT A DAY WITH ONLY
YOURSELF AND ENJOYED IT?**
 last week last month I don't remember

**WAS 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
AND COMPLETE ON YOUR OWN:**
 strongly agree strongly disagree I'm not sure
 slightly agree slightly disagree

IS ONE THING YOU CAN DO TODAY TO SHOW YOURSELF LOVE?
 Well, what are you waiting for?

**You
were
born
with
the
right
to be
happy**

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

PAVANA
BYSOPHALAU

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.**

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**YOU GET IN LIFE
WHAT YOU HAVE
THE COURAGE
ASK FOR**

A LETTER TO MY YOUNGER SELF:
*Dear kid,
If only you knew what I know now.*

OPRAH WINFREY
BYSOPHALAU

TO LOVE WITHOUT KNOWING
HOW TO LOVE

WOUNDS THE PERSON WE LOVE.

— THOMAS HAWKINS

DON'T RUSH
SOMETHING
YOU WANT
TO LAST
FOREVER

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WHO AM I GOING? WHO AM I?
WHAT IS MY PURPOSE IN LIFE?
WHAT AM I DOING WITH MY LIFE?
WHERE AM I SUPPOSED TO BE?
AM I TRYING HARD ENOUGH?

WHAT DO I EVEN CARE ABOUT?
DOES IT EVER GET BETTER? BE LIKE THIS?
WHERE IS MY LIFE GOING TO BEGIN?
WHAT I SUPPOSED TO BE DOING?

HOW CAN I BE BETTER?
I'M SO TIRED. I'M SO TIRED.
AM I MAKING THE RIGHT DECISIONS?
WHAT IF I'M NOT PASSIONATE ABOUT ANYTHING?

I'M SO TIRED.
I'M SO SCARED.

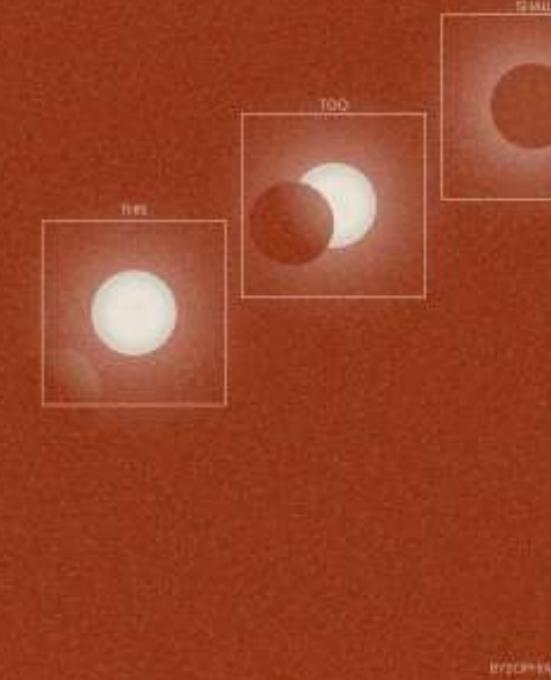
I'M SO TIRED! SO SCARED.
I'M SO SCARED.
DO I MAKE THE WRONG CHOICE?
HERE CAN I FIND MY CALLING?

WHAT IF I'M NOT GOOD ENOUGH?
WHAT IF I'M NOT ENOUGH?
WHAT IF I'M NOT ENOUGH?
WHAT IF I SUCK?

WHEN SHOULD I START?
WHAT IF PEOPLE DON'T LIKE ME?
DOES IT EVER GET EASIER?
DOES IT SUPPOSED TO BE DOING RIGHT NOW?
DOES IT EVER GET EASIER? WHAT IF I FAIL?
HOW WILL I BE SURE?

WHEN IS THIS ALL GOING TO BE OVER?

We are both the creators of our reality,
and the players of the universe's reality.



THANK YOU

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