

# ALAN LAU

ghostbotalan@gmail.com | (415) 939-3525 | San Francisco, CA | [www.alanlauart.com](http://www.alanlauart.com)

## CREATIVE DIRECTOR | LEADERSHIP | ANIMATION

---

### PROFILE

---

With over 25 years in entertainment, I have excelled as Co-Founder, CEO, Creative Director, and Chief Creative Officer in cinema, games, and digital content for AAA companies. I bring diverse skills marked by innovation, leadership, and a talent for crafting captivating content.

### WORK EXPERIENCE

---

#### GHOSTBOT, INC. - CO-FOUNDER | CEO | DIRECTOR | CHIEF CREATIVE OFFICER

*2004 to Present*

##### CO-FOUNDER | CEO

- Oversee core strategies, studio roadmap, and IP development
- Develop and maintain key business and alliance relationships for company growth
- Build and mentor teams to foster their professional growth and ensure they utilize their talents effectively

##### CREATIVE DIRECTOR

###### **STAR WARS FORCES OF DESTINY** - [Episodic Director](#)

- Proficient in creative disciplines including storytelling, writing, direction, art, storyboarding, and animation
- Played an integral role in collaboration with Lucasfilm and Hasbro to establish the brand's distinctive look
- Collaborated closely with Showrunner Dave Filoni, contributing to story pitches for episodes

###### **WHISKER HAVEN TALES** - [Series Director](#)

- Demonstrated exceptional leadership and management skills in guiding three seasons of the Disney Junior hit series
- Collaborated with cross-functional teams, including international studios, publishing, television, and merchandise divisions
- Instrumental in achieving an online viewership exceeding 60 million+ views for the series

###### **DINER DASH ADVENTURES** - [Creative Director](#)

- Creative Director of 200+ promotional marketing and brand assets for the popular mobile game
- Produced impactful launch trailers and promotional materials while collaborating with marketing and developers
- Excellent communication skills with an emphasis on active listening and clear direction
- Multi-tasked and successfully thrived in a fast-paced environment

###### **STONER CATS** - [Animation Director](#)

- Animation Director for adult comedy series created by Executive Producer, Mila Kunis
- Successfully established a pipeline to promote creative collaboration with AAA clients
- Represented the series effectively by engaging with fan communities on Discord

###### **LOST TREASURE HUNT** - [Animation Director](#)

- Animation Director for the Emmy Nominated Special: Lost Treasure Hunt
- Collaborated with VP of Sony Animation, Matt Davis on the creation of the project
- Expert team builder and mentor who encouraged and inspired learning as well as growth

###### **ENDLESS SERIES** - [Animation Director](#)

- Managed and created 100+ animation sequences for the Spinmaster educational app series
- Ensured animation was implemented seamlessly within the product design

###### **DOLBY** - [Creative Director](#)

- End to End production on Telly Award-winning Dolby Advance Audio: Evolution of Sound campaign

#### **HAYDAY** - [Creative Director](#)

- Pitched and created cinematics integrating Supercell brand characters
- Built model guides utilized in marketing and licensing efforts

#### **SLY COOPER 4: THIEVES IN TIME** - [Cinematic Director](#)

- Developed and created cinematic cutscenes within the Sony game
- Partnered with designers, writers, and developers to align narrative with game design
- Pitched and produced marketing videos viewed by millions online

#### **TOPPLE SERIES** - [Visual Development](#)

- Art designer for the NGMoco mobile game series
- Partnered closely with developers on the overall product design

#### **HAPPY PETS** - [Animation Director](#)

- Supervised animation of interactive assets for the Crowdstar game
- Designed and prototyped animation rigs to ensure optimal results in the final product

#### **ERIN ESURANCE** - [Co-Creator and Director](#)

- Co-Created iconic animated spokesperson for Esurance brand commercials
- Directed and produced multiple national award-winning commercials featuring Erin Esurance

#### [CHIEF CREATIVE OFFICER](#)

#### **CHUMMY CHUM CHUMS** - [Creator](#)

- Creator of the charming IP that millions across the world have downloaded on Meta
- Directed the brand's creative strategy across licensing opportunities in merchandise, games, and media
- Collaborated with Meta's Producers and technical artists on product design optimization

#### **TATERS N TOTS** - [Creator](#)

- Developed original intellectual property integrated into the WhatsApp sticker platform
- Collaborated with WhatsApp developers on the optimization of the product
- Successfully garnered millions of downloads globally

#### **BULLETPROOF CANDY** - [Creator](#)

- Creator of LGBTQ action/romance Digital Graphic Novel exclusively on Tapas Media
- Developed an innovative pipeline for translating digital comics into animation production

#### [CONCEPT LABS - DIRECTOR OF ANIMATION | DIRECTOR](#)

2022 to 2023

#### [DIRECTOR OF ANIMATION](#)

- Directed and mentored multi-disciplinary teams, including art, animation, audio, marketing, and technical artists
- Developed production pipelines and strategies to optimize team talents, while adhering to budget and schedule
- Ideated, pitched, and directed Web3 product designs, AAA games, and 3D cinematics
- Built and maintained business relationships with potential partners

#### [DIRECTOR](#)

#### **AZRA - LEAGUES AND LEGENDS** - [Game Animation Director](#)

- Directed 3D character animation and cloth simulations to achieve AAA-level game animation
- Managed and fostered collaboration with clients to ensure high project standards
- Oversaw multiple internal resources and external vendors to ensure top-notch quality

#### **NANOPASS** - [Cinematic Director](#)

- Directed concepts, storyboards, and animation to produce a 3D AAA-level trailer
- Collaborated closely with 3D Visual Development artists to craft high-resolution characters
- Managed vendors throughout every stage of the 3D process

## **LIFE BEYOND - Game Animation Director**

- Directed animation teams to produce 3D animation for 1000+ unique game assets
- Collaborated closely with 3D Visual Development artists to craft high-resolution characters
- Supervised vendor relations throughout all phases of the 3D production process

## **BATTLESTAR GALACTICA ETERNITY - Cinematic Director**

- Partnered with Gala Games and Universal to conceptualize storylines for the popular IP
- Led storyboarding, art, animation, and audio in the production of a 2.5D trailer
- Coordinated with Art Directors to utilize AI for research and development

## **LEAPFROG ENTERPRISES - CREATIVE DIRECTOR**

*2002 to 2004*

### **CREATIVE DIRECTOR**

- Established the Animation Department
- Developed the brand and art style for the company
- Art Director and Animator on multiple educational interactive projects
- Collaborated with Programmers and Producers on product design for the Leapster
- Developed and refined game and animation prototypes to enhance product quality
- Partnered with QA teams and focus groups to conduct tests and incorporate feedback

## **AWARDS AND ADVISOR ROLES**

---

### **AWARDS**

- Emmy Nomination - Lost Treasure Hunt
- Telly Award for Animation - Dolby
- Commercial Hall of Fame - Esurance

### **ADVISOR ROLE**

- National Science Foundation (NSF) Advancing Informal STEM Learning (AISL) program

### **GUEST SPEAKER**

- Game Gen - Supporting Neurodiversity in Video Games and Entertainment
- SJSU - Animation
- Art Institute - Animation
- WIA: Women in Animation- Animation

## **EDUCATION**

---

### **SAN FRANCISCO STATE UNIVERSITY**

- BA, Design and Animation

## **SOFTWARE**

---

- Adobe Creative Cloud
- Google Workspace
- Microsoft 365
- Shotgrid
- Procreate
- Trello
- Discord
- Slack
- Blender
- Harmony
- Figma
- Keynote