



# EDWIN AU

✉ edwinfcau@gmail.com  [Portfolio Link](#)



ChatGPT



Photoshop



HTML5



CSS3



Figma



Sketch



jQuery



JavaScript



Sitecore



Illustrator



After Effects



ceros



WordPress

I am a digital designer driven by creativity and engagement, specializing in web, apps, and social media platforms. I view design as a journey that collaborates with content to enhance experiences through critical design thinking and research – whether in UX/UI or digital visuals. I possess the expertise to skillfully employ prompt engineering and AI tools to elevate designs.

I excel in customizing designs and content to fit various devices, spanning from smartphones and tablets to larger monitors. What distinguishes my work is the unique blend of passion and skill I bring across layouts, graphics, product mapping, wireframing, typography, and color palettes.

## EDUCATION

Mar 2017 - Jun 2017  
[General Assembly](#)  
(formerly Bitmaker)

Web Development  
Program

> Web Development  
Immersive program

Jan 2001 - Aug 2001  
[Birmingham City University](#)  
UK exchange design course  
> UK exchange program  
selected by Toronto  
Metropolitan University  
to partake in Birmingham

Aug 2000  
[UAL: Central Saint Martins](#)  
Experimental  
Design Course  
> Experimental design  
course using unconventional  
materials and concepts

Sep 1998 - Apr 2002  
[Toronto Metropolitan University](#)  
(formerly Ryerson University)  
B.A.A. - Fashion Design Degree  
> Fashion Design, Fashion  
Marketing, Consumer Product  
Design, some Graphic Design

## WORK EXPERIENCE

with earlier experiences on LinkedIn



**Senior Designer, Digital & Multimedia • [Borden Ladner Gervais LLP](#) • Jan 2020 - Feb 2024**

> Creating concepts, visuals and digital products for [BLG](#) and subsidiary legal services [BLG Beyond](#); from designing web pages and apps to social media platform visuals. Balancing quality, speed, accuracy and consistency in delivering brand standards and goals; Acted as BLG Affinity group committee member



**Digital Designer • [Blake, Cassels & Graydon LLP](#) • Aug 2017 - Jan 2020**

> Creating digital assets for the launch of [blakes.com](#), web pages, client-facing marketing materials, internal communications, social media platform visual, and print materials



**Design Manager, Consumer Products • [Thinkway Toys](#) • Apr 2016 - Mar 2017**

> Design Manager in licensed consumer products including Lucas Films Ltd. (Star Wars Rogue One), ©Disney/Pixar (Cars 3), and Universal Studios (Despicable Me 3)



**Associate, Online Product Approval • [Disney Consumer Products \(Disney Canada\)](#) • Nov 2013 - Mar 2016**

> Creative associate as part of Disney Canada OPA team on consumer softlines and hardlines products sold across Canada; including stores such as Walmart Canada and Canadian Tire  
> Working as a team in guiding 50+ licensees on 500+ products seasonally including ©Disney/Pixar and Frozen. Managing online product design approval process and meeting with vendors & licensees on communicating design goals and brand guides, to defining brand initiatives



**Associate • [Dolce & Gabbana \(Milan, Italy\)](#) • Feb 2013 - Sept 2013**

> Brought 10 years of Canadian design experience abroad and resulted in an opportunity for Dolce & Gabbana in Milan; preparation and assistance on Fall 2013 and Spring 2014 RTW collections; creation of look books