EDWIN AU

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+1-416-880-3791 ☎

Senior Digital Product Designer | UX/UI, Web, Html & CSS, Mobile, Motion Graphics, Social Videos

ABOUT ME

> **I'm about researching client and user/market needs and creating dynamic digital messaging and products by strategically using CTA's, typeface, colour and layouts/ wireframes that put user experience and user interface at the forefront.**

UX/ UI & Design portfolio

Click to view ▶

I'm a designer & I code HTML and CSS portfolio

Click to view ▶

Motion Graphics and Social Videos portfolio

Click to view ▶

More on my webpage: https://edwinau.github.io/edwin-landing 🖥

WORK EXPERIENCE

Borden Ladner Gervais LLP

BLG
Borden Ladner Gervais

Senior Designer | Digital & Multimedia
◀ Jan 2020 - Present 🖥 www.blg.com

> Collaborate in the creation of company webpages for BLG.com and BLG Beyond; while applying best UX/UI practices, responsible for balancing speed, quality, and consistency of design with meeting firm objectives

> Researching client and market needs and applying best site nav usage and webpage wireframes to determine optimized page patterns for best UX/UI results

> Responsible for providing final web assets including hero banners; inline animated graphics and infographs; and adjusting page responsiveness for Desktop and Mobile experiences by injecting custom HTML and CSS code

> Providing social media assets including digital Linkedin posts, social videos, gifs and more

Blake, Cassels & Graydon LLP

Designer | Motion Graphics, Web, HTML
◀ Aug 2017 - Jan 2020 🖥 www.blakes.com

> Heavy involvement in the launch of blakes.com from user research, site nav and working with wireframes; to providing final visual web assets including landing page banners, homepage animated banners, inline graphics and infographs, headshots, graphics for hover state flip tiles, and more

> Working with HTML and CSS templates to facilitate client event eVites, working with CRM, B2B clients, spam filters and CASL compliance

> Providing social media assets for LinkedIn, Twitter, Facebook, Instagram and Youtube

> Providing assets for digital event signage, newsletters and internal communications as required

Disney Consumer Products

Consumer Product Designer ◀ Nov 2013 - Mar 2016

> Provided creative guidance in the design and development of Disney Branded Consumer Products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us, Dollarama, Uniqlo and more

> Working with the team in leading 50+ licensees on 300+ products simultaneously and seasonally. Work days range from managing online product design approvals, to meeting with vendors communicating design goals and initiatives

Dolce & Gabbana (Milan, Italy)

Intern ◀ Sep 2012 - Oct 2013

> Having accumulated 10 years of fashion product development experience - I took my skills abroad and resulted in a work placement with Dolce & Gabbana at their head quarters in Milan for 10 months; duties include preparation of their Fall 2013 and Spring 2014 collections with direct exposure and experience to the European retail and client landscape

SKILLS

Sketch	Figma	HTML5	CSS3	DreamWeaver
Photoshop	Illustrator	InDesign	AfterEffects	Premier
Prezi	WordPress	Shopify	JavaScript	jQuery

EDUCATION

🚩 Master Classes (IDF)

Storytelling Through Visual Design: with Ellen Lupton | Jan 2022

> Exploring visual design principles for desktop and mobile experiences through the exploration of storytelling and user journeys

🚩 General Assembly

Web Development Program
Mar 2017 - Jun 2017

> Web Dev Immersive Full Stack Program with UX/UI experience

> HTML5, CSS3, Sketch, Figma, JavaScript, Ruby, Rails, jQuery, AJAX, SQL, SASS

🎓 Toronto Metropolitan University

B.A.A. - Fashion Design Degree
Sep 1998 - Apr 2002

> Product Design, Graphic Design, Marketing, Trend Analysis
> Fashion Communication with focus in R&D, working in agile environments

🎓 Birmingham City University (UK)

Merchandising and Design
Jan 2001 - Aug 2001

> Selected by Ryerson University to partake in the London, UK exchange program
> Thesis: Triple P bottom line and relation to green design