

✉ edwinfcau@gmail.com  
☎ +1 416 880 3791  
💻 [Portfolio Link](#)

# EDWIN AU



## ABOUT ME 📡

Critical design thinking whether designing for phones, tablets or large monitors with 'persona' research mindset how visuals work with UX/UI

Use of prompt engineering to enhance designs for visual in web, apps, and social media, client-facing marketing materials to internal communications



## EDUCATION 🎓

March 2017 - Jun 2017

[General Assembly](#)

Web Development Program

- > Full stack Web Development Immersive program

Sep 1998 - Apr 2002

[Toronto Metropolitan University \(formerly Ryerson University\)](#)

B.A.A. - Fashion Design Degree

- > Fashion Design, Fashion Marketing, Consumer Product Design, Graphic Design

Jan 2001 - Aug 2001

[Birmingham City University](#)

Design and Merchandising

- > Selected by TMU to partake in Birmingham, UK exchange program - third year second Semester

August 2020

[UAL: Central St Martins](#)

Experimental Design Course

- > Experimental design course w/ non-conventional materials and concepts  
Instructor: Designer Roland Mouret

## WORK EXPERIENCE

[more on LinkedIn](#)



Borden Ladner Gervais

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

- > Designing digital visuals and products for [BLG](#) and subsidiary legal services [BLG Beyond](#); landing pages, social media graphics; balancing quality, speed, accuracy and consistency in exceeding brand standards and objectives
- > Relationships with lawyers, partners, articling students, designers, business development professionals, directors, leaders; acted as BLG Affinity group regional committee member (2021 - 2023)



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

- > Providing digital assets for client-facing marketing materials, internal communications, web, social media channels, print



**[Thinkway Toys](#) • Design Manager, Consumer Products • 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)



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

- > Creative guidance with OPA team in the design and development of Disney consumer softlines and hardlines products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us Canada, Dollarama
- > Working with the team in leading 50+ licensees simultaneously on 300+ products seasonally including Frozen. Managing online product design approvals and meeting with vendors & licensees on communicating Disney design goals, brand guides and defining brand initiatives

DOLCE & GABBANA

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

- > Brought my 10 years of design experience abroad and resulted in an opportunity with Dolce & Gabbana in Milan; prepared and assistance with team on Fall 2013 and Spring 2014 collections