



EDWIN AU

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[Portfolio Link](#) 

Product Design | Product Experience Design | UX/UI | Digital Motion Design | Desktop, Tablet & Mobile

PORTFOLIOS

Product Design & Product Experience Design

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HTML, CSS and JS

Click to view 

Motion Graphics for Social Media

Click to view 

WORK EXPERIENCE

Borden Ladner Gervais LLP

Senior Designer, Digital & Multimedia

◀ Jan 2020 - Present  www.blg.com



- > Research market & client needs and creation of digital desktop and mobile products for [BLG](#) and [BLG Beyond](#); responsible for balancing speed, quality and consistency of design with meeting firm objectives from concept to production
- > Experienced using site nav and wireframes to optimize digital product engagement, scroll-depths and click-through rates
- > Apply best design thinking working with other designers, lawyers, articling students, marketing specialists, linguistics team, business development professionals, leaders and directors

Blake, Cassels & Graydon LLP

Designer, Web, HTML and Motion Design

◀ Aug 2017 - Jan 2020  www.blakes.com



- > Heavy involvement with the launch of blakes.com from user research to site navs and wireframes development; providing final visual web assets including visual digital images and icons, motion banners/gifs.
- > Providing digital assets for social media channels including LinkedIn, Twitter, Facebook, Instagram and YouTube; as well as digital assets for client-facing or internal communications as required

Thinkway Toys

Design Manager

◀ Apr 2016 - Mar 2017  www.thinkwaytoys.com



- > Design Manager in licensed packaging and product creation: Lucas Films (Star Wars Rogue One), Disney/Pixar (Cars 3) and Universal Studios (Despicable Me 3)

Disney Consumer Products

Consumer Product Designer

◀ Nov 2013 - Mar 2016  www.disneyconnect.com



- > Provided creative guidance in the design and development of Disney Consumer Products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us Canada, Dollarama, Uniqlo and more
- > Working with the team in leading 50+ licensees simultaneously on 300+ products seasonally. Responsibilities include managing online product design approvals and meeting with vendors & licensees on communicating Disney design goals, brand guides and set initiatives

Dolce & Gabbana (Milan, Italy)

Associate

◀ Sep 2012 - Oct 2013  www.dolcegabbana.com

DOLCE & GABBANA

- > I took my 10 years of fashion design experience abroad and resulted in a work opportunity with Dolce & Gabbana in Milan; Responsibilities include preparation and assistance of their Fall 2013 and Spring 2014 collections. Exposure to the European retail and client landscape

SKILLS



HTML5



CSS3



Sketch



Figma



DreamWeaver



Photoshop



Illustrator



AfterEffects



InDesign



JavaScript



jQuery



Shopify



Premier



Prezi



WordPress

EDUCATION

Master Classes (IDF)

Storytelling Through Visual Design: with Ellen Lupton | Jan 2022

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

General Assembly (formerly Bitmaker) Web Development Program

Mar 2017 - Jun 2017

- > Web Dev Immersive Full Stack Program with Digital Product Design Experience

Toronto Metropolitan University (formerly Ryerson University)

B.A.A. - Fashion Design Degree

Sep 1998 - Apr 2002

- > Fashion design, product design, graphic design, marketing and R&D
- > Fashion communication with focus in competitive analysis

Birmingham City University (UK) Merchandising and Design

Jan 2001 - Aug 2001

- > Selected by Toronto Metropolitan University to partake in Foreign exchange program
- > Focus on green design and triple bottom line: People, planet and profit