

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

EDWIN AU



ABOUT ME 📡

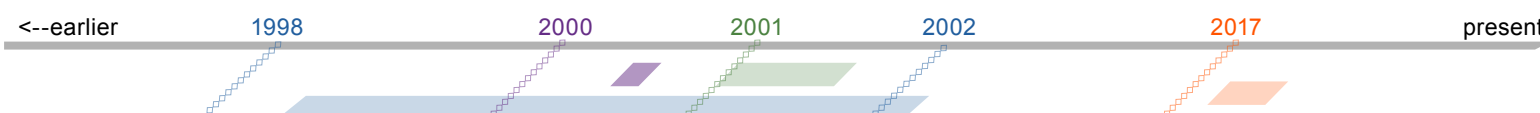
Digital visual designer for web, apps, social media, client-facing marketing materials to internal communications

Critical design thinking with 'persona' research and mindset on how content design correlates with UX/UI engagement

Responsive design for phones, tablets to large monitors; experience in colour, typography, layouts to wireframes



EDUCATION 🎓



March 2017 - Jun 2017
[General Assembly](#)

Web Development Program

> 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

> UK exchange program selected by TMU to partake in Birmingham

August 2000
[UAL: Central Saint Martins](#)

Experimental Design Course

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

WORK EXPERIENCE

[more on LinkedIn](#)



[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 launch of [blakes.com](#), landing pages, client-facing marketing materials, internal communications, social media channels to print materials



[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 Disney OPA team in the design and development of consumer softlines and hardlines products sold across Canada, including Walmart, Target, Canadian Tire, Dollarama and Toy R' Us
- > Working with team in leading 50+ licensees on 500+ products seasonally including Frozen and Disney/Pixar properties. Managing online product design approvals and meeting with vendors & licensees on communicating design goals, brand guides and defining brand initiatives



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

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