



EDWIN AU

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



ChatGPT



Photoshop



HTML5



CSS3



Figma



Sketch



jQuery



JavaScript



Sitecore



Illustrator



After Effects



ceros



WordPress

I'm 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