



EDWIN AU

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

As a digital designer specializing in web, apps, and social media platforms, my aim is to craft designs that captivate audiences endlessly. I believe design transcends mere appearances; it's about how it functions. Employing critical design thinking and thorough research, I create holistic designs that enhance the user experience. I also leverage prompt engineering and AI tools when necessary to elevate designs to new heights.

My expertise extends to tailoring designs and content for various devices, ranging from smartphones and tablets to larger monitors. What sets my work apart is the seamless fusion of passion and skill across layouts, graphics, product mapping, wireframing, typography, and colour. Each project I undertake is a testament to my commitment to delivering designs that not only look visually pleasing but also function intuitively and effectively.



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](#)

Experimentation Design Course

> Experimentation 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

earlier experiences listed on LinkedIn



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

- > Creation and delivery of concepts, visuals and digital products for [BLG](#) and subsidiary legal services [BLG Beyond](#); from webpages (HTML/CSS), apps (Figma) to social media platform visuals and animations. Responsible for balancing speed, quality, accuracy and consistency in exceeding brand standards and goals
- > Acted as a committee member for the BLG Affinity group (2021 - 2023)



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

- > Creation and delivery of concepts, visuals and digital assets for the launch of [blakes.com](#); webpages, client-facing marketing materials, internal communications, social media platform visuals, and print materials



Design Manager, Consumer Products • [Thinkway Toys](#) • Apr 2016 - Mar 2017

- > Design Manager in licensed consumer products and packaging; 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 managing softlines and hardlines consumer products and packaging sold across Canada; to stores such as Walmart, Target, Canadian Tire and Dollarama
- > Work in guiding 50+ licensees on 500+ products seasonally including ©Disney/Pixar and Disney Frozen™ properties. Management of online product approval process and meeting with vendors & licensees to communicate design goals, brand guidelines and setting brand initiatives



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

- > Brought 10 years of Canadian design experience abroad and resulted in an opportunity working for Dolce & Gabbana in Milan. Responsibilities include assistance and preparation of the Fall 2013 and Spring 2014 RTW collections and creation of look books