



EDWIN AU

✉ edwinfcau@gmail.com

💻 [Portfolio Link](#)

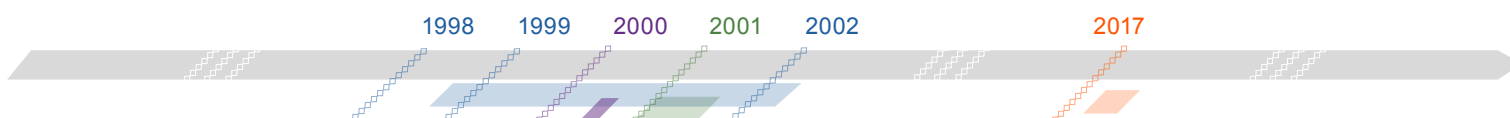
ABOUT ME 📡

I'm a digital designer that can design for web, apps to social media platforms. I think of design as a journey and work with content to optimize experience, whether it's in UX/UI or in visuals. As a designer, I also know when and how to work with prompt engineering and AI tools to enhance designs

In using critical design thinking and research, I'm able to create designs tailored for phones, tablets to large monitors. I have experience with layouts, graphics, product mapping, wireframes, typography and colour



EDUCATION 🎓



Mar 2017 - Jun 2017
[General Assembly](#)
(formerly Bitmaker)

Web Development Program

> Web Development
Immersive program

Jan 2001 - Aug 2001
[Birmingham City University](#)

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 in non-conventional
materials and concepts
Instructor: Designer Roland Mouret

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](#); webpages, apps to social media platform visuals; balancing quality, speed, accuracy and consistency in brand standards and goals; Acted as BLG Affinity group committee member (2021 - 2023)



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

> Creating digital assets for launch of blakes.com, landing pages, client-facing marketing materials, internal communications, social media channels, 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), 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 in the OPA team for consumer softlines and hardlines products sold across Canada; including stores such as Walmart, Target, Canadian Tire, Toy R' Us to Dollarama
> Working with team in guiding 50+ licensees on 500+ products seasonally including ©Disney/Pixar and Frozen. Managing online product design approvals and meeting with vendors & licensees on communicating design goals and brand guides to defining brand initiatives

DOLCE & GABBANA

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