

## ABOUT ME

“ I’m about researching client and user needs and creating dymnamic digital products by using colour, typography and layout compositions that put user experience and interface at the forefront. ”

### UX/ UI

Portfolio upon request

### Device Responsive Design

Portfolio upon request

### HTML and CSS

Click to view ▶

### Motion Graphics



Click to view ▶

### Videos

Click to view ▶

Visit my website: <https://edwinau.github.io/edwin-landing> 

## WORK EXPERIENCE

 **Borden Ladner Gervais LLP**  
Senior Designer | Digital & Multimedia  
🕒 Jan 2020 - Present  [www.blg.com](http://www.blg.com)




- > [Creating company webpages](#) from UX/UI stages and wireframes to final webpage build including the production of images, icons and usage of html+CSS
- > Creating [homepage videos](#) for ww.blg.com
- > Creating digital ads using html and css
- > Creating [digital social media posts](#) using intricate design patterns
- > Creating [gifs and motion graphics](#)

 **Blake, Cassels & Graydon LLP**  
Designer | Motion Graphics, Web, HTML  
🕒 Aug 2017 - Jan 2020  [www.blakes.com](http://www.blakes.com)




- > Providing design execution on company branded [digital](#) and [print](#) collaterals
- > Creating visual materials for the [launch of the new blakes.com](#)
- > Building [HTML and CSS](#) templates to facilitate B2B clients, working with CRM, spam filters and CASL compliance
- > Designing image banners for social media channels including [LinkedIn](#), [Twitter](#), Facebook, Instagram and Youtube
- > Designing [carousel images](#), landing pages, [digital signage](#) for events, newsletters and internal communications

 **Disney Consumer Products**  
Consumer Product Designer 🕒 Nov 2013 - Mar 2016



- > Provided creative leadership in the design and development of Disney Branded Consumer Products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us, Dollarama.
- > Guiding 50+ licensees on 300+ products silmulantenously and seasonally. Work days range from managing [online product design approvals](#), to meeting with vendors communicating design goals and initiatives.

 **Dolce & Gabbana (Milan, Italy)**  
Intern 🕒 Sep 2012 - Oct 2013



- > [Created the Fall 2013 sales deck and Spring 2014 training material.](#)
- > Having accumulated 10 years of fashion product development experience - I decided to take my leap of faith abroad and resulted in a work opportunity with Dolce & Gabbana in their Milan head office 12 months, duties include the preparation and design of their Fall 2013 and Spring 2014 collections.

## SKILLS



Sketch



Figma



HTML5



CSS3



Prezi



Photoshop



Illustrator



InDesign



AfterEffects



Premier



DreamWeaver



WordPress



Shopify



JavaScript



jQuery

## EDUCATION

🎯 [Master Classes \(IDF\)](#)  
**Storytelling Through Visual Design: with Ellen Lupton**  
Jan 2022

- > Understanding Visual Design principles for desktop and moile experiences through the exploration of storytelling and user journeys

🎯 [General Assembly](#)  
**Web Development Program**  
Mar 2017 - Jun 2017

- > Web Dev Immersive Full Stack Program
- > HTML5, CSS3, Sketch, Figma, JavaScript, Ruby, Rails, jQuery, AJAX, SQL, SASS

🎓 [Ryerson University](#)  
**B.A.A. - Fashion Design Degree**  
Sep 1998 - Apr 2002

- > Product Design, Graphic Design, Marketing, Trend Analysis
- > Fashion Communication with focus in R&D, working in agile environments

🎓 [Central Saint Martins \(UK\)](#)  
**Experimentation Fashion Course**  
Jan 2001 - Aug 2001

- > Selected by Ryerson University to partake in foreign exchange program; London, UK
- > Thesis: Triple bottom line & green design