

# EDWIN AU

FRONT END WEB DEVELOPER | PRODUCT DESIGNER

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## PROFILE

I'm a web developer first but wear multiple hats with experience in product design and graphic design. I'm passionate about modern and intuitive applications that put user experiences first. I own the ability to pin-point shifts and provide solutions to the ever changing market needs. Feel free to contact me to find out how my skills can benefit your team.

## EDUCATION



### Bitmaker

#### Web Development Immersive

Mar 2017 - Jun 2017

- HIGHLIGHTS**
- > Full Stack Web Development Bootcamp
  - > Complex object oriented programming
  - > JavaScript, Ruby, Rails, HTML5, CSS3, jQuery, AJAX, SQL, SASS, HAML.



### Ryerson University

#### B.A.A. - Fashion Design Degree

Sep 1998 - April 2002

- HIGHLIGHTS**
- > Skills in marketing, trend analysis, merchandising and graphic design.
  - > Strong presentation & communication skills. Experienced with R&D.



### Central Saint Martins (UK)

#### Experimentation Design Course

Jan 2001 - Aug 2001

- HIGHLIGHTS**
- > Selected by Ryerson University to partake in this foreign exchange program.
  - > Complex graphic design tasks.
  - > Thesis: Triple bottom line & green design.

## SKILLS



Ruby



Rails



JavaScript



jQuery



SQL



HTML



CSS



GIT



Photoshop



Illustrator

## WORK EXPERIENCE



### RendezYou

#### Front End Developer, Web Designer

Mar 2017 - Present

<https://rendezyou.herokuapp.com>

- > Working as Web Developer for RendezYou, a web app that neatly tucks itself into the online travel and tourism sector.
- > Built on JavaScript, HTML5, CSS3, SASS, HAML, Ruby, Rails, jQuery, SQL.
- > Stretch goal reached: RendezYou is fully responsive for desktops, tablets and mobile devices.



### Disney Consumer Products

#### Product Developer

Nov 2013 - Apr 2016

[www.dcpDisney.com](http://www.dcpDisney.com)

- > Provided creative leadership in the design and development of Disney Branded Consumer Products sold across Canada.
- > As one of five designers working out of Disney Canada's head office, I guided 50+ licensees on product design ranging from apparel and home accessories, to toys and arts & crafts. These products were widely sold at Walmart Canada, Target Canada, Dollarama, Canadian Tire, just to name a few.
- > My regular work day can range from approving product designs online, to traveling and meeting with vendors communicating Disney design goals, objectives, initiatives and milestones.
- > Researching - market analysis, trend forecasting (15%); Managing/coordinating (35%); Implementing (40%); Reporting (10%).



### Dolce & Gabbana (Milan, Italy)

#### Associate, Graphic Designer

Sep 2012 - Sep 2013

- > Having accumulated 10 years of product development experience in Toronto - I decided to take my skills as a Technical Designer, Fashion Designer, and Product Developer abroad, ending up with the opportunity to work at Dolce & Gabbana's head quarters in Italy Milan for a year, helping their design and sales team with preparation and sales of their Fall 2013 and Spring 2014 collections.
- > Achievements: Creating the Fall 2013 sales deck (external) and Spring 2014 employee training material (internal) for the fashion house. For more information please visit <https://edwinau.github.io/edwin-landing>
- > This in-house experience allowed me to see design through a European lens. My daily tasks include utilizing my design skills, photoshop skills, and provide light market analysis to the design/sales team.