



EDWIN AU

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



ChatGPT



Photoshop



HTML5



CSS3



Figma



Sketch



jQuery



JavaScript



Sitecore



Illustrator



After Effects

ceros

ceros



WordPress

ABOUT ME

I'm a creative and engagement-driven digital designer for web, apps and social media platforms. I think of design as journeys that work with content to optimize experiences in using critical design thinking and research, whether it's in UX/UI or in digital visuals. As a designer, I also know when and how to work with prompt engineering and AI tools to enhance designs.

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](#)

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](#); 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 Canada and Canadian Tire,
> 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