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💻 [Portfolio Link](#)

EDWIN AU



ABOUT ME 🎧

Digital designer for web, social media and apps; use of AI and prompt engineering tools to enhance designs

Critical design thinker with research and personas mindset, work with content and design to optimize UX/UI

Responsive design for phones, tablets to large monitors; experience with layouts wireframes, typography and colours



EDUCATION 🎓



WORK EXPERIENCE

earlier work experience on LinkedIn



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

- > Creating digital concepts, visuals and digital products for [BLG](#) and subsidiary [BLG Beyond](#); landing pages, apps, social media graphics; balancing quality, speed, accuracy and consistency in exceeding brand standards and goals
- > Maintain relationships with lawyers, partners, articling students, designers, business development professionals, directors, leaders; acted as BLG Affinity group (DEI) committee member (2021 - 2023)



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

- > Providing digital assets for launch of [blakes.com](#), landing pages, client-facing marketing materials, internal communications, social media channels and 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) and Universal Studios (Despicable Me 3)



Associate, Online Product Approval • [Disney Consumer Products \(Disney Canada\)](#) • Nov 2013 - Mar 2016

- > Creative guidance as part of Disney team in the OPA design and development of consumer softlines and hardlines products sold across Canada, including Walmart, Target, Canadian Tire, Dollarama and Toy R' Us
- > Working with team in leading 50+ licensees on 500+ products seasonally including Frozen and Disney/Pixar properties. Managing online product design approvals and meeting with vendors & licensees on communicating design goals, brand guides and defining brand initiatives



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

- > Brought 10 years of design experience abroad and resulted in a work opportunity for Dolce & Gabbana in Milan; preparation and assistance with the team on Fall 2013 and Spring 2014 RTW collections