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💻 [Portfolio Link](#)

# EDWIN AU



## ABOUT ME

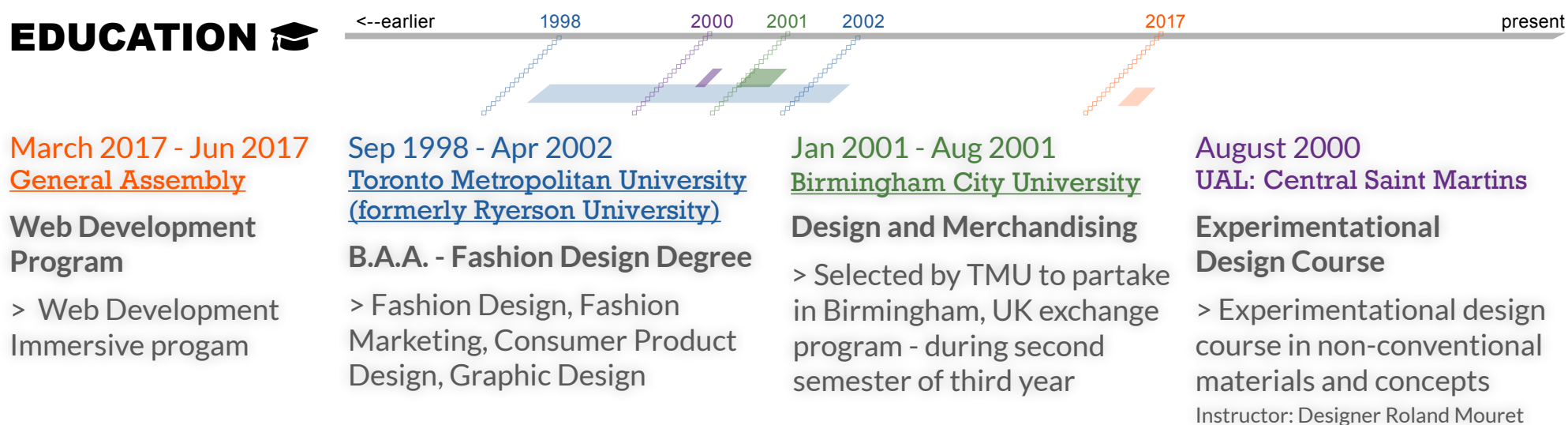
Digital visual design for web, apps, social media, client-facing marketing materials to internal communications

Critical design thinking with 'persona' research and mindset on how content design correlates with UX/UI engagement

Device inclusive: able to design for large monitors, tablets to phones - responsive design; experience in colour, typography to layouts



## EDUCATION



## WORK EXPERIENCE

[more on LinkedIn](#)



### **Borden Ladner Gervais LLP • Senior Designer, Digital & Multimedia • Jan 2020 - Feb 2024**

- > Designing digital visuals and products for [BLG](#) and subsidiary legal services [BLG Beyond](#); landing pages, social media graphics; balancing quality, speed, accuracy and consistency in exceeding brand standards and objectives
- > Relationships with lawyers, partners, articling students, designers, business development professionals, directors, leaders; acted as BLG Affinity group regional committee member (2021 - 2023)



### **Blake, Cassels & Graydon LLP • Digital Designer • Aug 2017 - Jan 2020**

- > Providing digital assets for launch of [blakes.com](#), landing pages, client-facing marketing materials, internal communications, social media channels to print materials



### **Thinkway Toys • Design Manager, Consumer Products • 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)



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

- > Creative guidance with Disney OPA team in the 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



### **Dolce & Gabbana (Milan, Italy) | Associate • Feb 2013 - Sept 2013**

- > Brought 10 years of design experience abroad and resulted in an opportunity with Dolce & Gabbana in Milan; prepared and assisted with team on Fall 2013 and Spring 2014 RTW collections