



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



- > Collaborate in the creation of company webpages for BLG.com and BLG Beyond; responsible for balancing speed, quality, and consistency of design
- > Researching client needs and honing strong understanding of site nav and webpage wireframes to determine optimized page patterns for best UX/UI results
- > Responsible for providing final web assets including hero banners; [inline animated graphics and infographs](#); and adjusting page responsiveness for Desktop and Mobile experiences by injecting [custom HTML and CSS](#) code
- > Providing social media assets including [digital linkedin posts](#), [social videos](#), [gifs](#) and more

Blake, Cassels & Graydon LLP

Designer | Motion Graphics, Web, HTML

🕒 Aug 2017 - Jan 2020 🖥 www.blakes.com



- > Heavy involvement in the launch of blakes.com from user research, site nav and working with wireframes; to providing final visual web assets including landing page banners, [homepage animated banners](#), inline graphics and infographs, headshots, graphics for hover state flip tiles, and more
- > working with [HTML and CSS](#) templates to facilitate client event eVites, working with CRM, B2B clients, spam filters and CASL compliance
- > Providing social media assets for [LinkedIn](#), [Twitter](#), Facebook, Instagram and Youtube
- > Providing assets for [digital event signages](#), newsletters and internal communications as required

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, Uniqlo and more
- > 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 training materials](#)
- > Context: having accumulated 10 years of fashion product development experience - I decided to take my skills abroad and resulted in a work placement with Dolce & Gabbana at their head quarters in Milan for 12 months; duties include input and preparation 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 mobile 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 the London, UK exchange program
- > Thesis: Triple bottom line & green design