



EDWIN AU

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[Portfolio Link](#) 

In a nutshell

- Digital Designer with Consumer Product Design background
- User centric & 'phone-first' mindset
- Corporate and Marketing backcloth



EDUCATION

Sep 1998 - Apr 2002
[Toronto Metropolitan University](#)
(formerly Ryerson University)
B.A.A. - Fashion Design Degree
> Fashion Design, Product Design,
Graphic Design, Fashion Marketing

Jan 2001 - Aug 2001
[Birmingham City University](#)
(formerly University Central England)
Merchandising and Design
> Selected by Ryerson University
to partake in UK exchange program

Mar 2017 - Jun 2017
[General Assembly](#)
(formerly Bitmaker)
Web Development Program
> Web Development Immersive
Full Stack Program

WORK EXPERIENCE



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

- > Experience and Visual Designer in Digital and Multimedia - providing market and clients need with creations of digital products for BLG and [BLG Beyond](#); balancing speed, quality and consistency of designs with meeting firm objectives
- > Experiences with site navs, wireframes, UX UI, and social media channels to optimize digital product engagement, click-through rates and scroll depth
- > Adopting best design thinking working with other lawyers, partners, other designers to collaborating with articling students and interns, marketing specialists, linguistics team, business development professionals, directors and national leaders.



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

- > Worked on the launch of blakes.com with user research, site navs and wireframes experience;
- > Providing digital assets for web, social media channels; predominately client-facing, with some internal communications experience.



[Thinkway Toys](#) • Design Manager | Consumer Products • Apr 2016 - Mar 2017

- > Design Manager in licensed products specifically on Disney/Pixar (Cars 3), Lucas Films (Star Wars Rogue One), and Universal Studios (Despicable Me 3)



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

- > Provided creative guidance in the design and development of Disney consumer softlines and hardlines products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us Canada, Dollarama, Uniqlo and more
- > Working with the team in leading 50+ licensees simultaneously on 300+ products seasonally. Responsibilities include managing online product design approvals and meeting with vendors & licensees on communicating Disney design goals, brand guides and set initiatives

DOLCE & GABBANA [Dolce & Gabbana \(Milan, Italy\)](#) | Associate • Sep 2012 - Oct 2013

- > I brought my 10 years of fashion design experience abroad and resulted in a work opportunity with Dolce & Gabbana in Milan; Responsibilities include preparation and assistance of their Fall 2013 and Spring 2014 collections.