

# **EDWIN AU**



present

## **ABOUT ME** @

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

Critical design thinker with research and personas mindset; works with design and content to optimize UX/UI

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

earlier



2002

### **EDUCATION**

General Assembly

(formerly Bitmaker)

Web Development

> Web Development

Immersive progam

**Program** 

Mar 2017 - Jun 2017

Aug 2000 UAL: Central Saint Martins

1998

# **Experimentational Design Course**

> Experimentational design course in non-conventional materials and concepts Instructor: Designer Roland Mouret Jan 2001 - Aug 2001
Birmingham City University

2001

2000

#### **Design and Merchandising**

> UK exchange program selected by TMU to partake in Birmingham Sep 1998 - Apr 2002
Toronto Metropolitan University
(formerly Ryerson University)

#### B.A.A. - Fashion Design Degree

Fashion Design, Fashion
 Marketing, Consumer Product
 Design, Graphic Design

#### **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 <u>BLG</u> and subsidiary <u>BLG Beyond</u>; landing pages, apps, social media graphics; balancing quality, speed, accuracry 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

> 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 guidance as part of Disney team in the OPA design and development of consumer softlines and hardllines 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 and brand guides, 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, look books