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💻 [Portfolio Link](#)

# EDWIN AU



## ABOUT ME

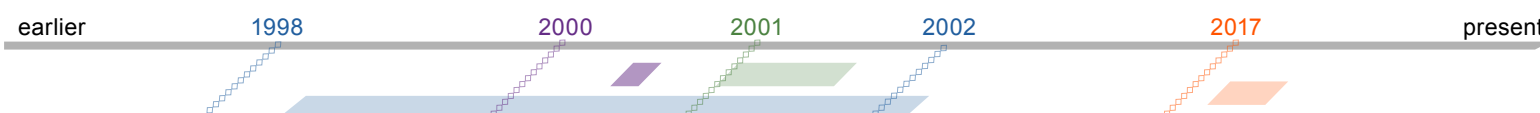
Digital visual designer for web, social media, apps; with use of AI and prompt engineering to enhance designs

Critical design thinking using research and 'personas' mindset; and how content and design correlates with UX/UI

Responsive design for phones, tablets to large monitors; experienced in colour, typography and layouts



## EDUCATION



Mar 2017 - Jun 2017  
[General Assembly](#)  
(formerly Bitmaker)

Web Development Program

> Web Development Immersive program

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

Jan 2001 - Aug 2001  
[Birmingham City University](#)

Design and Merchandising

> UK exchange program selected by TMU to partake in Birmingham

Aug 2000  
[UAL: Central Saint Martins](#)

Experimental Design Course

> Experimental design course in non-conventional materials and concepts

Instructor: Designer Roland Mouret

## WORK EXPERIENCE

earlier work experience on LinkedIn



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

- > Designing digital mockups to digital 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 goals
- > 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 and 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 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



**[Dolce & Gabbana \(Milan, Italy\)](#) | Associate • 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