EDWIN AU

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+1-416-880-3791 📞

[Portfolio Link](#) 🖥

Product Design | Product Experience Design | UX/UI | Motion Design | Desktop & Mobile

ABOUT ME

> " I create dynamic digital products by extensively researching your client/user market needs and using strategical call-to-action's, optimized wireframes and industry best design practices that put user experience and user interface at the forefront. "

PORTFOLIOS

**Product Design
& Product Experience Design**

Click to view ▶

**HTML, CSS
and JS**

Click to view ▶

**Motion Graphics and
Social Media Videos**

Click to view ▶

WORK EXPERIENCE

Borden Ladner Gervais LLP
Senior Designer, Digital & Multimedia
◀ Jan 2020 - Present 🖥 www.blg.com

> Research market & client needs and creation of digital desktop and mobile products for BLG and BLG Beyond; responsible for balancing speed, quality and consistency of design with meeting firm objectives from concept to production

> Experienced using site nav and wireframes to optimize digital product engagement, scroll-depths and click-through rates

> Apply best design thinking working with other designers, lawyers, articling students, marketing specialists, linguistics team, business developmenet professionals, leaders and directors

Blake, Cassels & Graydon LLP
Designer, Web, HTML and Motion Design
◀ Aug 2017 - Jan 2020 🖥 www.blakes.com

> Heavy involvement with the launch of blakes.com from user research to site navs and wireframes developement; providing final visual web assets including visual digital images and icons, motion banners/gifs.

> Providing digital assets for social media channels including LinkedIn, Twitter, Facebook, Instagram and Youtube; as well as digital assets for client-facing or internal communications as required

Thinkway Toys
Design Manager
◀ Apr 2016 - Mar 2017 🖥 www.thinkwaytoys.com

> Design Manager in licensed packaging and product creation: Lucas Films (Star Wars Rogue One), Disney/Pixar (Cars 3) and Universal Studios (Despicable Me 3)

Disney Consumer Products
Consumer Product Designer
◀ Nov 2013 - Mar 2016 🖥 www.disneyconnect.com

> Provided creative guidance in the design and development of Disney Consumer 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. Responsiblities include managing online product design approvals and meeting with vendors & licensees on communicating Disney design goals, brand guides and set initiatives

Dolce & Gabbana (Milan, Italy)
Associate
◀ Sep 2012 - Oct 2013 🖥 www.dolcegabbana.com

> I took my 10 years of fashion product development design experience abroad and resulted in a work opportunity with Dolce & Gabbana in Milan; Responsiblities include preparation and assistance of their Fall 2013 and Spring 2014 collections - with exposure to the european retail and client/consumer landscape

SKILLS

- HTML5
- CSS3
- Sketch
- Figma
- DreamWeaver
- Photoshop
- Illustrator
- AfterEffects
- InDesign
- JavaScript
- jQuery
- Shopify
- Premier
- Prezi
- WordPress

EDUCATION

Master Classes (IDF)
Storytelling Through Visual Design:
with Ellen Lupton | Jan 2022

> Examining visual design principles for desktop and mobile experiences through the exploration of storytelling and user journeys

General Assembly (formerly Bitmaker)
Web Development Program
Mar 2017 - Jun 2017

> Web Dev Immersive Full Stack Program with Product Experience Design experience

> HTML5, CSS3, JavaScript, Ruby on Rails, jQuery, AJAX, SQL, SASS

Toronto Metropolitan University
B.A.A. - Fashion Design Degree
Sep 1998 - Apr 2002

> Fashion Design. Product Design. Graphic Design. Marketing. Trend Analysis

> Fashion Communication and focus in R&D, collaborating in agile environments

Birmingham City University (UK)
Merchandising and Design
Jan 2001 - Aug 2001

> Selected by Toronto Metropolitan University to partake in the Birmingham, UK exchange program

> Focus on green design and the triple bottom line - People, planet and profit