



# EDWIN AU

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Dear Canadian Heart Care,

As a digital designer specializing in web, apps, and social media platforms, my aim is to craft designs that captivate audiences endlessly. I believe design transcends mere appearances; it's about how it functions. Employing critical design thinking and thorough research, I create holistic designs that enhance the user experience. I also leverage prompt engineering and AI tools when necessary to elevate designs to new heights.

My expertise extends to tailoring designs and content for various devices, ranging from smartphones and tablets to larger monitors. What sets my work apart is the seamless fusion of passion and skill across layouts, graphics, product mapping, wireframing, typography, and colour. Each project I undertake is a testament to my commitment to delivering designs that not only look visually pleasing but also function intuitively and effectively. I also have skills in video creation and video editing. I work with the team to brainstorm video ideas that are used on company social media channels and webpages.

Prior to digital design, my background was in consumer products design and fashion. Intertwining principles of aesthetics, functionality, user experience, and market trends - my designs are deeply rooted in understanding the end-user's needs, preferences, and behaviors. This background renders me a distinctive and unique designer.

I am eager to leverage my design skills and am confident that my dedication to excellence and passion for digital design will make me a valuable asset to your team. Thank you for considering my application. I welcome the chance to discuss how my qualifications align with the needs of Canadian Heart Care in more detail. I am available at your convenience for a conversation. Thank you for your time and consideration.

Sincerely,

Edwin Au