



ABOUT ME

“ I’m about researching client and user needs and creating dymnamic digital products by using colour, typography and layouts that put user experience and interface at the forefront. ”

UX/ UI

Portfolio upon request

Device Responsive Design

Portfolio upon request

HTML and CSS

Click to view ▶

Motion Graphics

Click to view ▶

Videos

Click to view ▶

Visit my website: <https://edwinau.github.io/edwin-landing>
Feel free to connect with me on [linkedin](#)

WORK EXPERIENCE

Borden Ladner Gervais LLP
Senior Designer | Digital & Multimedia
⌚ Jan 2020 - Present www.blg.com



- > [Creating company webpages](#) from UX/UI stages and wireframes to final webpage build including the production of images, icons and usage of html+CSS
- > Creating [homepage videos](#) for ww.blg.com
- > Creating digital ads using html and css
- > Creating [digital social media posts](#) using intricate design patterns
- > Creating [gifs and motion graphics](#)

Blake, Cassels & Graydon LLP
Graphic Designer | Motion Graphics, Web, HTML
⌚ Aug 2017 - Jan 2020 www.blakes.com



- > Providing design execution on company branded [digital](#) and [print](#) collaterals
- > Creating visual materials for the [launch of the new blakes.com](#)
- > Building [HTML and CSS](#) templates to facilitate B2B clients, working with CRM, spam filters and CASL compliance
- > Designing image banners for social media channels including [LinkedIn](#), [Twitter](#), Facebook, Instagram and Youtube
- > Designing [carousel images](#), landing pages, [digital signage](#) for events, newsletters and internal communications

Disney Consumer Products
Consumer Product Designer ⌚ Nov 2013 - Mar 2016



- > Provided creative leadership in the design and development of Disney Branded Consumer Products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us, Dollarama.
- > Guiding 50+ licensees on 300+ products silmulantenously and seasonally. Work days range from managing [online product design approvals](#), to meeting with vendors communicating design goals and initiatives.

Dolce & Gabbana (Milan, Italy)
Graphic Designer ⌚ Sep 2012 - Oct 2013



- > [Created the Fall 2013 sales deck and Spring 2014 training material.](#)
- > Having accumulated 10 years of fashion product development experience - I decided to take my leap of faith abroad and resulted in a work opportunity with Dolce & Gabbana in their Milan head office 12 months, duties include the preparation and design of their Fall 2013 and Spring 2014 collections.

SKILLS



Sketch



Figma



HTML5



CSS3



Prezi



Photoshop



Illustrator



InDesign



AfterEffects



Premier



DreamWeaver



WordPress



Shopify



JavaScript



jQuery

EDUCATION

➤ [Master Classes \(IDF\)](#)
Storytelling through visual design: Ellen Lupton
Jan 2022

- > Understanding Visual Design principles for desktop and moile experiences through the exploration of storytelling and user journeys

➤ [General Assembly](#)
Web Development Program
Mar 2017 - Jun 2017

- > Web Dev Immersive Full Stack Program
- > HTML5, CSS3, Sketch, Figma, JavaScript, Ruby, Rails, jQuery, AJAX, SQL, SASS

➤ [Ryerson University](#)
B.A.A. - Fashion Design Degree
Sep 1998 - Apr 2002

- > Product Design, Graphic Design, Marketing, Trend Analysis
- > Fashion Communication with focus in R&D, working in agile environments

➤ [Central Saint Martins \(UK\)](#)
Experimentation Fashion Course
Jan 2001 - Aug 2001

- > Selected by Ryerson University to partake in foreign exchange program; London, UK
- > Thesis: Triple bottom line & green design