

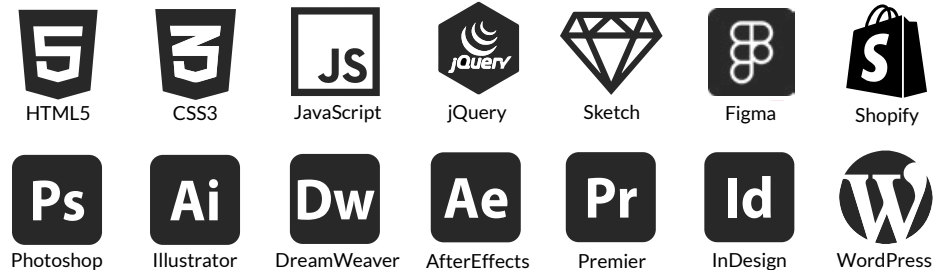
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💻 [Portfolio Link](#)

EDWIN AU



In a nutshell 🗣️

- Digital Design with experience in Consumer Product Design
- User-centric & 'phone-first' mindset
- Corporate, Marketing & Tech environments



EDUCATION 🎓

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

Web Development Program
> Web Development Immersive
Full Stack Program

Jan 2001 - Aug 2001
[**Birmingham City University**](#)
(formerly University of Central England)

Merchandising and Design
> Selected by Ryerson University
to partake in UK exchange program

Sep 1998 - Apr 2002
[**Toronto Metropolitan University**](#)
(formerly Ryerson University)

B.A.A. - Fashion Design Degree
> Fashion Design, Product Design,
Graphic Design, Fashion Marketing

WORK EXPERIENCE 🏢



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

- > Visual & experience design in digital and multimedia products for [BLG](#) and [BLG Beyond](#); balancing quality, speed and consistency and exceeding brand standards and objectives
- > Site navs, wireframes and UX UI experience in optimizing digital product engagement and conversion rates
- > Adopting best design practice while collaborating with lawyers, partners, other designers, articling students, interns, marketing specialists, linguistics team, business development professionals, directors and national leaders



[**Blake, Cassels & Graydon LLP**](#) • Digital Designer • Aug 2017 - Jan 2020

- > Digital designer for the launch of blakes.com; experience with user research, site navigation and wireframes
- > Providing digital assets for web and social media channels; predominately client-facing, with some internal communications.



[**Thinkway Toys**](#) • Design Manager | Consumer Products • Apr 2016 - Mar 2017

- > Design Manager in licensed products; Lucas Films (Star Wars Rogue One), Disney/Pixar (Cars 3) and Universal Studios (Despicable Me 3)



[**Disney Consumer Products**](#) • Associate, Product Approval • Nov 2013 - Mar 2016

- > Provided creative guidance in the design and development of Disney consumer softlines and hardlines products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us Canada and Dollarama
- > Working with the team in leading 100+ licensees simultaneously on 500+ products seasonally. Responsibilities include managing product design approvals and meeting with vendors & licensees on communicating Disney design goals, brand guides and defining brand initiatives

DOLCE & GABBANA [**Dolce & Gabbana \(Milan, Italy\)**](#) | Associate • Sep 2012 - Oct 2013

- > I brought my 10 years of fashion design experience abroad and resulted in a work opportunity with Dolce & Gabbana in Milan; Responsibilities include preparation and assistance of their Fall 2013 and Spring 2014 collections.