

EDWIN AU



ABOUT ME

As a digital designer specializing in web, apps, and social media platforms, my aim is in crafting 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 beyond 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.

WORK EXPERIENCE

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

- Creation and delivery of concepts, visuals and digital products for [BLG](#) and subsidiary legal services [BLG Beyond](#); from building templates for webpages (HTML/CSS) and apps (Figma), to digital visuals and animations for social media platforms. Responsible for balancing speed, quality, accuracy and consistency in exceeding brand standards and goals
- Acted as a committee member for the BLG Affinity group (2021 - 2023)

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

- Creation and delivery of concepts, visuals and digital assets for the launch of [blakes.com](#); webpages, client-facing marketing materials, internal communications, social media platform visuals, and print materials

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

- Design Manager in licensed consumer products and packaging; including Lucas Films Ltd. (Star Wars Rogue One), ©Disney/Pixar (Cars 3), and Universal Studios (Despicable Me 3)

Associate, Online Product Approval • [Disney Canada](#) • Nov 2013 - Mar 2016

- Creative associate as part of Disney Canada OPA team on managing softlines and hardlines consumer products and packaging sold across Canada; to stores such as Walmart, Target, Canadian Tire and Dollarama
- Work in guiding 50+ licensees on 500+ products seasonally including ©Disney/Pixar and Disney Frozen™ properties. Management of online product approval process and meeting with vendors & licensees to communicate design goals, brand guidelines and setting brand initiatives

Associate • [Dolce & Gabbana \(Milan, Italy\)](#) • Feb 2013 - Sept 2013

- Brought 10 years of Canadian design experience abroad and resulted in an opportunity working for Dolce & Gabbana in Milan. Responsibilities include assistance and preparation of the Fall 2013 and Spring 2014 RTW collections and creation of look books



EDUCATION

- General Assembly (formerly Bitmaker)

Web Development Immersive Program
Mar 2017 - Jun 2017

- Birmingham City University

UK Exchange Design Course
Jan 2001 - Aug 2001

- UAL: Central Saint Martins

Experimentation Design Course
Aug 2000

- Toronto Metropolitan University (formerly Ryerson University)

Bachelor of Applied Arts Degree in Fashion Design
Sep 1998 - Apr 2002

KEYWORDS | SKILLS AND INDUSTRIES

ChatGPT, UI, visual design, Figma, Sketch, HTML5, CSS3, JavaScript, JQuery, Photoshop, Illustrator, After Effects, PowerPoint, Wordpress, ceros, SAAS, product design, professional, enthusiastic, curious, team player, team work, fast learner, quick to adapt, user-centric, client engagement, marketing, social media marketing, video creation and editing, gifs, market research and trend analysis, Internet, AI tools, prompt engineering, branding, email marketing. Industries: design, legal, finance, insurance, telecommunications, healthcare



ceros

INTERESTS

iPhone photography/videography, reality TV, crystal collecting, restauranting, coffee shops, traveling (visited 12 countries so far), ramen, gym, bike rides, family and friends