

EDWIN AU



- > Ability to pin-point shifts in consumer needs & provide design metrics to supply changes in demographics
- > Background in Product Design, Marketing, Merchandising, Packaging Design, 3D Design, Structural Design
- > Proficient in Illustrator, Photoshop, InDesign, AutoCAD
- > Analytical, Creative, Solution-based, Team-oriented, Professional, Driven, Directional
- > Track history of providing target audience with market right consumer products; keeping in mind company image, product quality, product value and cost of goods at all times

RELEVANT WORK EXPERIENCE

Thinkway Toys • Toronto Design Manager

April 2016 - Current



ACHIEVEMENTS

- > Product and packaging design of animatronic toy figures, radio control vehicles, plush toys, playsets, walk-and-talk figures and novelty items
- > Engaged in business strategies; conduct market research and competitive analysis; trend research & forecast within the toy sector
- > Creating conceptual drawings and final drawings of new products as well as preparing presentations for line reviews
- > Oversee toy model developments of 50 plus items from concept to production; working with 3D sculpt files, providing overlay comments, implementing revisions and providing recommendations as required
- > Liaise with vendors regarding raised issues at product development stages; oversee product life cycle; high engagement with tech packs
- > Following corporate guides to ensure highest execution of design standards, product quality and best practices in product safety

Disney Consumer Products • Toronto Product Designer , Packaging Designer

Nov 2013 - April 2016



ACHIEVEMENTS

- > Provide creative leadership and inspiration to the development and design of Disney consumer products; from softlines to preschool hard goods, toys as well as games & puzzles in both girls and boys categories
- > Research and review new product sectors for expansion opportunities
- > Liaise with vendors regarding raised issues at product development stages; oversee product life cycle; high engagement with tech packs
- > Communicate brand visions, design trends, buying goals, sales strategies and all relevant milestones to retailers and licensees
- > Analyze projected sales forecasts against actual retail sales
- > Light engagement in developing consumer electronic products
- > Following corporate guides to ensure highest execution of design standards, product quality and best practices in product safety

Dolce & Gabbana S.R.L. • Milan (Italy) Assistant Designer , Graphic Designer

Sept 2012 - Sept 2013



ACHIEVEMENTS

- > Assisted Design and Buying teams with Fall 2014 & Spring 2014 product line preps, sales decks and internal product training materials
- > Contributed to seasonal direction & concept for ready-to-wear Fall 2014
- > Worked with color forecast & trend services (Peclers, WWD); allowing luxury house to remain market leader in product innovation
- > Creating line sheets and product lists; ensuring 100% accuracy on all design info including product specs, fabric and trim details, size breakdowns, delivery dates, distribution methods and in-store dates
- > Analyze consumer wants and buying patterns, acquire market needs
- > Assist in the development of accessory retail lines
- > Design studio, in-house, runway, photoshoot experiences

Highlights at Thinkway Toys

Spearheaded toy packaging developments for Star Wars Rogue One handling complex products including flying drones and animatronic figures with voice & sound effects. Currently managing Cars 3 and Despicable Me 3 product launches for Summer 2017 ranging from infrared remote controlled vehicles to walk-and-talk figures, multitasking between 50 product skus and counting...

EDUCATION & CERTIFICATIONS

Ryerson University: The Chang School of Continuing Education Certificate Credit

Jan 2011 - Apr 2011

- > Design Management Course
- > Product Communication - 2D & 3D
- > Triple Bottom Line
- > Green Production Methods

Ryerson University B.A.A. Degree

Sept 1998 - Apr 2002



- > Fashion Design
- > Fashion Merchandising and Buying
- > Product Design - 2D & 3D
- > Marketing

Central Saint Martins (London, UK) Foreign Exchange Program

Jan 2001 - Aug 2001



- > Complex Marketing Tasks
- > Illustration, CAD Illustration
- > Chosen by Ryerson University as one of five to partake