EDWIN AU

edwinfcau@gmail.com ✉

+1-416-880-3791 📞

https://edwinau.github.io/edwin-landing/portfolio 🖥

Senior Digital Product Designer | UX/UI, Web, Html & CSS, Mobile, Motion Graphics, Social Videos

ABOUT ME

> **I'm about researching client and user/market needs and creating dynamic digital messaging and products by strategically using CTA's, typeface, colour and layouts/wireframes that put user experience and user interface at the forefront.**

**UX/ UI and
Product Design portfolio**

Click to view ▶

**I'm a designer & I code
HTML and CSS portfolio**

Click to view ▶

**Motion Graphics and
Social Videos portfolio**

Click to view ▶

WORK EXPERIENCE

Borden Ladner Gervais LLP
Senior Designer, Digital & Multimedia
◀ Jan 2020 - Present 🖥 www.blg.com

BLG Borden Ladner Gervais

> Collaborate in the creation of company webpages for BLG.com and BLG Beyond; while applying best UX/UI practices, responsible for balancing speed, quality, and consistency of design with meeting firm objectives

> Researching client and market needs and applying best site nav usage and webpage wireframes to determine optimized page patterns for best UX/UI results

> Responsible for providing final web assets including hero banners; inline animated graphics and infographs; and adjusting page responsiveness for Desktop and Mobile experiences by injecting custom HTML and CSS code

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

> Heavy involvement in the launch of blakes.com from user research, site nav and working with wireframes; to providing final visual web assets including landing page banners, homepage animated banners, inline graphics and infographs, headshots, graphics for hover state flip tiles, and more

> Working with HTML and CSS templates to facilitate client event eVites, working with CRM, B2B clients, spam filters and CASL compliance

> Providing social media assets for LinkedIn, Twitter, Facebook, Instagram and Youtube; as well as assets for digital event signage, newsletters and internal communications as required

Thinkway Toys
Design Manager, Packaging and Productline
◀ Apr 2016 - Mar 2017

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

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

> Provided creative guidance in the design and development of Disney Branded Consumer Products sold across Walmart Canada, Target Canada, Canadian Tire, Toy R' Us, Dollarama, Uniqlo and more

> Working with the team in leading 50+ licensees on 300+ products simultaneously and seasonally. Work days range from managing online product design approvals, to meeting with vendors communicating design goals and initiatives

Dolce & Gabbana (Milan, Italy)
Intern ◀ Sep 2012 - Oct 2013

> Having accumulated 10 years of fashion product development experience - I took my skills abroad and resulted in a work placement with Dolce & Gabbana at their head quarters in Milan for 10 months; duties include preparation of their Fall 2013 and Spring 2014 collections with direct exposure and experience to the European retail and client landscape

SKILLS

Sketch · Figma · HTML5 · CSS3 · DreamWeaver

Photoshop · Illustrator · InDesign · AfterEffects · Premier

Prezi · WordPress · Shopify · JavaScript · jQuery

EDUCATION

Master Classes (IDF)
**Storytelling Through Visual Design:
with Ellen Lupton | Jan 2022**

> Exploring visual design principles for desktop and mobile experiences through the exploration of storytelling and user journeys

General Assembly
Web Development Program
Mar 2017 - Jun 2017

> Web Dev Immersive Full Stack Program with UX/UI experience

> HTML5, CSS3, Sketch, Figma, JavaScript, Ruby, Rails, jQuery, AJAX, SQL, SASS

Toronto Metropolitan 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

Birmingham City University (UK)
Merchandising and Design
Jan 2001 - Aug 2001

> Selected by Ryerson University to partake in the London, UK exchange program
> Thesis: Triple P bottom line and relation to green design