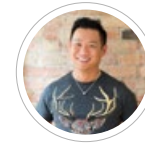


EDWIN AU



edwinfcau@gmail.com • Digital Designer • [linkedin.com/in/eaudesign](https://www.linkedin.com/in/eaudesign) • [Portfolio Link](#) • Toronto, ON

ABOUT ME

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

Prior to digital design, my background was in consumer products design and fashion, with experience in packaging and marketing. Intertwining principles of aesthetics, functionality, user experience and market trends, my designs are rooted in understanding and catering to users' needs, preferences and behaviours, making me a distinctive and unique designer. Each project I undertake is a 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, Product Approval • [Disney Consumer Products – 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
- Guiding 50+ licensees on 500+ products seasonally including ©Disney/Pixar and Disney Frozen™ properties. Managing product approval online portal and process along with meeting vendors & licensees on communicating design goals, brand guidelines and setting brand initiatives

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

Desktop Publisher • [National Bank Financial](#) • Dec 2010 - Dec 2011

- In supporting Institutional Equities – I managed various desktop publishing and graphic design responsibilities; publishing digital news, daily bulletins, corporate emails, and brochures. Ensuring high-quality presentation and accurate communication of information.



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