



JOSHUA ROLLAN AALA

Multimedia designer & Developer

Contact

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SKILLS

- Illustration
- UX/UI Design
- UX Research
- Interaction Design
- Web Design/Development Prototyping
- Data Visualization
- Augmented Reality Design
- Storyboarding and scripting
- Motion design
- Digital Branding

Tools

- Figma
- HTML/CSS/Javascript/Node JS
- GitHub
- Microsoft Office
- Adobe Creative Suite: Photoshop, XD, Illustrator, Premiere Pro, and After Effect
- Milanote
- CapCut
- Visual Studio Code
- Adobe Substance 3D Stager
- Meta Spark Studio (AR)
- OBS Studio

Language

English and Tagalog

EDUCATION

Humber College - Toronto, ON

Diploma in Multimedia design & development

AWARDS

Achieved Dean's List award

Received a Dean's List who received a grade point average of 80% or above in the previous term

Profile

Creative Multimedia Designer with three years of experience in motion graphics, UX/UI design, and video production. Proficient in Adobe Creative Suite, Figma, and front-end development tools. Passionate about crafting engaging digital experiences through storytelling, branding, and interactivity.

Experience

UX/UI design / 2021-2024

- Redesigned the UX/UI of Booster Juice, Insomnia Cookies, and Humber Bakery apps to improve their usability.
- Assisted in developing wireframes, mock-ups, and prototypes for web and mobile applications.
- Conducted usability testing and gathered user feedback to iterate and improve designs.
- Collaborated with cross-functional teams to ensure the implementation of user-centered designs.
- Developed strong communication and problem-solving skills while addressing customer inquiries and concerns.

Branded Motion Graphics Ad Campaign / 2021-2024

- Understanding of brand identity and the ability to integrate it seamlessly into motion graphics campaigns.
- Contributed to social media campaigns by creating engaging graphics and animations.
- Assisted in the development of promotional materials, ensuring alignment with brand guidelines.

Video Production / 2021-2024

- Utilized various video production equipment and software such as cameras, lighting, audio recorders, Adobe Premiere Pro, and Audition and After Effects.
- Video Recorded and edited high-quality videos that met the client's needs and exceeded their expectations.
- Produced a Docu-Series with a Film Director. The series offers a comprehensive understanding of the course's unique design and key components, as well as some humour.
- Volunteered at STEM Canada, and served as a virtual video editor, contributing to promoting their social media channels by:
 - Creating 15 to 20-second videos on each subject.
 - Include the intro first and the outro and create content for STEM Canada to capture and exemplify that particular subject.