



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 Polytechnic - Toronto , ON

AWARDS

Dean's List award

Summary of Qualifications

- Creative Multimedia Designer with 3+ years of experience in UX/UI design, motion graphics, and video production.
- Deepening skills in user research, accessibility, and design thinking.
- Proficient in conducting UX research, building user flows, wireframes, mockups, and prototypes to craft intuitive, user-centered digital products.
- Strong foundation in digital branding, interaction design, and crafting engaging, interactive experiences.
- Hands-on video production experience including filming, editing, motion design, and content creation for social media.
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, XD, Premiere Pro, After Effects), Figma, and front-end development tools (HTML, CSS, JavaScript).
- Strong skills in motion graphics and motion poster design, bringing static visuals to life through dynamic animation for branding, film, and promotional campaigns.
- Experienced in responsive web development using HTML, CSS, JavaScript, and GitHub to bring design concepts to life in functional, accessible websites.
- Recognized for outstanding academic performance by achieving Dean's List.

Relevant Skills and Experience

UX/UI design

- Redesigned apps to improve 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.
- Understanding of brand identity and the ability to integrate it.

Branded Motion Graphics Ad Campaign

- 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.
- Crafted a dynamic motion graphics piece for a movie poster, bringing static key art to life through engaging animation.

Video Production

- 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.

Web Development

- Experienced in building responsive and accessible websites using HTML, CSS, JavaScript, and Node.js.
- Used GitHub for version control and collaborative development, with basic familiarity in deploying web projects.
- Contributed to the development of multiple websites and digital products as part of UX/UI and personal projects.
- Applied digital branding principles, visual hierarchy, and typography for clean and engaging UI design.

Motion Art Animation

- Proficient in creating motion graphics and visual animations using Adobe After Effects, Premiere Pro, and Illustrator.
- Designed animated motion posters that bring static visuals to life for branded and entertainment content.
- Skilled in keyframe animation, masking, motion tracking, and audio syncing techniques.
- Developed storyboards and visual concepts to guide animation flow and ensure narrative clarity.
- Edited videos with animated elements for use in social media, campaigns, and promotional materials.

Video Editor

STEM Montessori Academy of Canada • Co-op

- Crafted 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.

Video Editor

Humber College • Internship

- Produced a Docu-Series with a Film Director.
- Story boarding/ Interviewing participants
- Camera work/ Lighting/ Scouting places to film
- Graphic Designers/ Title Slides/ Graphics for videos
- Social Media Content Creator

Audio Editor

Canyon Entertainment Group • Internship

- Organized, set up, and adjusted video equipment including lighting and cameras for production needs.
- Captured video footage and promotional photos for the Girl-POWR initiative
- Edited podcast guest interviews using Adobe Audition to support promotional efforts for the Star-POWR program.

Work History

Adecco Warehouse – General Worker -

2018-2019

- Pick and Pack orders
- work in a fast-paced environment
- Lift to 50lbs
- RF Scanning

Cineplex- Cast Member -

2019-present

- Welcome and serve guests
- Sells tickets, popcorn, candies, etc.
- Provide a clean and safe entertainment environment.
- Being friendly and enthusiastic to guests
- Multi-tasks from one task to another

Nike - Retail Associate -

2024 -2025

- Being enthusiastic, excited, and knowledgeable about NIKE products and services to best support customer needs.
- Bring positive attitude and passion to your teammates and customers every day.
- Making customers feel welcome, that you care about their fitness wants and needs, and exceed their expectations at every step of their journey.
- Playing by the rules and being professional, demonstrating integrity, reliability, and kindness.
- Operating a cash register, shipping, and receiving duties, stocking products, cleaning and building visual displays with or without accommodations.
- Showing up for your teammates by attending store events.