



JOSHUA ROLLAN AALA

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Summary

I am a UX and Multimedia designer with over three years of experience in developing user focused interfaces and impactful visual designs. I specialize in creating effective design solutions that balance functionality with aesthetics, ensuring project goals are achieved while addressing complex design challenges with creativity and precision.

EDUCATION AND AWARDS

Humber Polytechnic - Toronto , ON	2021-2024
<ul style="list-style-type: none">Completed Program in Multimedia Design & DevelopmentAchieved Dean's List award	
St. Martins Catholic Secondary High School, Mississauga ON	2015-2019
<ul style="list-style-type: none">Completed High School Diploma	
Prepr Foundation- Flexible Upskilling Network (F.U.N.™) Program	2025-present
<ul style="list-style-type: none">Graduate of (F.U.N.) program, a hands-on training program	

SUMMARY OF SKILLS AND EXPERIENCE

UX/UI design

- Redesigned apps to improve usability like Insomnia cookies and Booster Juice. 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.

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.

Branded Motion Graphics Ad Campaign

- 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.

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.
- 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.
- Designed animated motion posters that bring static visuals to life for branded and entertainment content.
- Proficient in keyframe animation, masking, motion tracking, and audio syncing techniques.

WORK & VOLUNTEER EXPERIENCE

Cineplex- Cast Member	Mar 2019 - present
Nike - Retail Associate	Oct 2024 - Feb 2025
Audio Editor- Canyon Entertainment Group · Internship	Sept 2024 - Dec 2024
Video Editor- Humber Polytechnic · Internship	Mar 2024 - Apr 2024
Video Editor- STEM Montessori Academy of Canada · Co-op	Oct 2023 - Dec 2023
Adecco Warehouse – General Worker	July 2018 - August 2019
Prepr Foundation, F.U.N. Program- Trainee (UX designer)	Sept 2025 - Oct 2025

HOBBIES & INTERESTS

Video Edit, Motion Art, Computer, Sketching, Video games, Movie theatre