**Rolando D. Calderon Jr.**

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**AREAS OF EXPERTICE:**

* Web/Graphics Design
* UI/UX (User Interface / User Experience)
* Project Management
* Front-End Web Development
* Email Marketing Management
* Video/Photo Editing
* Quality Assurance (Cross-Browsing, Cross-Platform, & UI/UX Testing)

**OBJECTIVE:**

To obtain a position in a progressive organization in which I can maximize my skills, capabilities and potentials in multimedia design and management.

**WORK EXPERIENCE:**

**Schneider Electric /Emerson Electric Asia ROHQ (June 2017 to Present)**

*Schneider Electric acquired ASCO Power Technologies under Emerson Electric Asia ROQH last November 2017.*

More than 2 years of experience working as a Senior Multimedia Specialist, my duties include maintaining and creating collaterals for web and social media, managing our emails and website, and making sure that everything is finished within the set deadline.

* Email Marketing Management – Manages emails and subscribers using Salesforce ExactTarget email web tool. Created a monthly email marketing analysis of the effectiveness of our email campaigns and subscribers.
* UI/UX (User Interface / User Experience) – Designed and developed an interactive touch screen facility kiosk that featured all of our products and services, it is used in all of our events and tradeshows around the world.
* Video and Sound Production – Created several promotional white paper videos and product videos that is featured on our social media channels.
* Quality Assurance – Checking the functionality of our digital assets including our website, social media channels, events collaterals, touch screen kiosks, videos etc, making sure to consider the experience that the user will have first hand when using our application or viewing our collaterals.

**Ingram Micro Philippines (November 2011 – May 2017)**

More than 5 years of experience working as a Web Designer on a BPO and pioneered the first design account in Ingram Micro Philippines. I’ve started two new accounts including the SEAN Creatives account and an internal email marketing management account.

* Responsive Webpages and Emails – Created several microsites and emails that are compatible to different platforms such as mobile, laptop, desktop, tablet etc.
* Front-End Web Development – Develop and troubleshoot several websites that is part of our brand. Updated and maintained the client's staging server using Bit Bucket\Git & create web pages using Joomla
* Cross-Browser & Cross-Platform Testing– Compatibility testing of the websites and emails in all major browsers (IE7, IE8, IE9, IE10, Firefox, Opera, Safari & Chrome) and platform (mobile, laptop, desktop & tablet etc.)

**LWS Media Philippines Incorporated (September 2010 – October 2011)**

Worked 1 year on a BPO as web designer until the company closes on October 2011. My role includes designing graphics and banners, creating landing pages and checking for compatibility.

* Web/Graphics Design– Design marketing and web collaterals.
* Photo/Video Editing– Selecting and editing photos and videos for print and web.

**BalikBayan Handicrafts Corporation (October 2009 – April 2010)**

Created graphics and promotional materials used by the corporation and helped in computer troubleshooting.

**GMA New Media Incorporated – Internship (May 2008 – November 2008)**

Helped in production set-up, shooting, video editing, graphics used for iGMAlive chats and web. Collaborate with other freelance artists and staffs.

**EDUCATION:**

**Bachelor of Arts in Multimedia Arts** June 2005 – May 2009

Asia Pacific College, Magallanes, Makati City

APC Academic Scholar from 2005-2009, Dean’s Lister