**Frederick A. Rosales**

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http://rikirosales.github.io

**Full Stack Developer**

Analytical, Technical and Self-motivated professional with graduate degrees in Information Technology and 8 solid years of experience in Web, Digital, Interactive and Smart phone App development, Software engineering, Digital marketing and Network support and installation. Proven capabilities in designing and building websites from different international brands across the world. Reputation for high performance managing multiple tasks in high-pressure and time sensitive in a fast-paced environments.Polished and refined communicator(written/verbal) who interfaces effectively at all levels. Team oriented and able to work independently.

**8 YEARS EXPERIENCE & TRAINING IN:**

* Website, graphic and interactive Design
* Web Development (PHP, .NET ,JSP - Java Server Page )
* UI development (HTML, XHTML, HTML5, CSS,CSS3 Javascript, jQuery, WebGL, Mobile Web Apps, backbone.js,NodeJS,ExpressJs,MongoDB,AngularJs)
* Native and HTML5 Apps Development(iOS, AIR)
* Microsites and Rich internet Applications
* Multimedia Animation(Flash, After Effects and Premiere)
* 3d modelling and animation
* Database management(mySql)
* Network and computer support
* ITIL v3 Foundation
* Server configuration and management (Windows)

**EDUCATION & TRAININGS**

Filipino Computer Club, Dubai, UAE

**Microsoft Certified Internet Professional (MCITP) Windows Server 2008 Administrator , 2012**

Al-Futtaim STS, Dubai, UAE

**Certified ITIL v3 Foundation, 2008**

Phoenix One Academy, Makati, PH

**Bachelors of Arts in 3D Animation, 2007**

Mapua Institute of Technology, Makati, PH

**Bachelors of Science in Information Technology, 2006**

**PROFESSIONAL EXPERIENCE**

**Team Leader - UI and Interactive Developer, February 2013 - present**

Emirates Airlines, Dubai UAE

Design and developed HTML5 web app and Windows 8 app that is integrated to the internal web services of Emirates Airline Group.

Lead the team in developing innovative interactive applications(eg: Augmented Reality(AR) App, 360 product viewer App, NFC and RFID integrated App, E-Learning App and productivity app) for desktops, tablets and Smartphone devices.

Support and manage all the existing digital Applications(Microsite,Websites,Intranet sites, Sharepoint sites, RIA Applications, Flash Animations and Banners) of Emirates Airline Group.

**Senior Web UX/ UI designer and Front end Developer, 2008 - January 2013**

Al-Futtaim Group, Dubai UAE

Initiate creative and technical ideas, designed and produced digital creative from start to finish, including Flash banner campaigns, Flash microsite development, Flash games, Microsites, mobile app, HTML5 websites and Facebook applications.   
  
Worked on innovative digital interactive campaigns for a wide variety of global brands (Lexus, Toyota, Toys 'R' Us, IKEA, ACE, Toys ’R’ Us Toshiba, Hertz, Chrysler, Jeep, Dodge and Honda) as well as major local clients (Al-Futtaim Training Centre, Dubai Festival City, Al-Futtaim Famco, Al-Futtaim Electronics, and Plugins Electronix).

Has a role of assistant supervisor, second in line of handling the team and major project. The role includes: In charge of the daily task distributions, helping the team to improve their design and development skills. Managing and directing the complete execution of the websites, microsites and flash presentation. Managing the work between third party suppliers to make sure that everything is on the right track in terms of the project deliverables and quality assurance. Presenting and coordinating the project to the client servicing.

Lead the team in enhancing the UX/UI experience and usability of each digital projects using the latest technology(backbone.js, node.js, Unit testing, RWD Responsive Web Design,HTML,CSS3,jQuery, coffeescript and twitter bootstrap) in front end development, following the best practices and principle in implementing this technology on the design phase up to the implementation.

Experience in wireframing, storyboarding and designing mobile applications for Android(Samsung note, Tab, s1-s3) and IOS devices(iphone 3g,4s,5 and iPad2 and iPad3). This includes developing web application using HTML5.

**Flash & Interactive Developer 2006 - 2008**

Istarwebsolutions.com, New York USA

Lead developer for the Company websites and external client websites. Lead, Conceptualize and implement marketing collaterals, Digital animation and Web development task. Designed interfaces for and programmed Flash games and application prototypes. Pioneered Flash-XML development, advanced ActionScript, Flash video, and After Effects animations for Opening billboard(OBB).

**Freelance Web Designer and Programmer 2004 - 2006**

Worked on various small businesses websites and desktop programs while studying. Designed, developed and maintained company database for products inventory. Conceptualized and developed brochures, menus, flash microsites, and posters for a small restaurants.