**Frederick A. Rosales**

+905 246 8806

[Frederick.rosales@gmail.com](mailto:Frederick.rosales@gmail.com)

http://frederick-rosales.herokuapp.com

**Senior web designer and Application Developer**

A web designer and application developer as a profession, I live and breathe web, mobile and software applications. Able to manage multiple tasks in a time sensitive, fast-paced environment using different industry standard software development process such as waterfall and agile methodologies. Blessed enough to work on several global brands like Emirates, Toyota, Honda, Lexus, Toys ‘R’ us, Dubai and Doha Festival city, Intercontinental Residences, Intersport, Ace hardware, IKEA, Hertz and Marks and Spencer in The UAE.

**8 YEARS EXPERIENCE & TRAINING IN:**

* Website, graphic and interactive Design
* Digital Marketing(SEO, Social Media Platforms,Banners, Emailer)
* Web Development (PHP, .ASP.NET MVC framework 4.0, C# ,J2EE ,NodeJs )
* Front end development (HTML, XHTML, HTML5, CSS,CSS3 Javascript, jQuery, WebGL, Mobile Web Apps, backbone.js,NodeJS,ExpressJs,MongoDB,AngularJs)
* HTML5 Framework(Bootstrap, Material Design and Polymer)
* Native and HTML5 Apps Development(iOS Swift, AIR AS3)
* Microsites and Rich internet Applications
* Multimedia Animation(Flash, After Effects and Premiere)
* 3d modelling and animation
* Database management(mySql,PostgreSQL, SQL server and mongoDB)
* User experience and Usability
* ITIL v3 Foundation
* Service oriented Architecture

**PROFESSIONAL EXPERIENCE**

**Senior Software Engineer –UI/UX, February 2013 - present**

Emirates Airlines, Dubai UAE

Design and developed HTML5 application using modern front end development techniques(Grunt/Gulp, Bower,SCSS/LESS, AngularJS/Backbone/KnockoutJs,jQuery, end to end testing)

Ensure that Emirates.com Website and mobile app adheres to different user experience standards by following processes such as usability testing, developing personas, user journeys, information architecture, etc.

Actively participate on Emirates group Innovation Lab in designing applications using the latest technology such as AR, 360 product viewer, NFC and RFID based App, BLE technology and voice integrated software.

Provides tier III support for different Emirates group Internal Applicatiions like FIDs(Flight information display screens) HR kiosks, CIDs (Course Information Display) and Sharepoint modules.

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

Al-Futtaim Group, Dubai UAE

Worked on innovative digital interactive campaigns for a wide variety of global brands (Lexus, Toyota, Toys 'R' Us, IKEA, ACE hardware,Marks and Spencer, 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).

Work closely with the Digital marketing team to ensure that all proposed digital initiatives like microsites, Banners, E-mailers, social media integration, digital activation and websites are all consistent throughout the campaign.

Ensure that microsites and websites are SEO and user friendly by following different sets of rules and standards in terms of writing front end and backend codes.

Experience in creating Information Architecture, personas, wireframes and user journey. Deploying rapid prototypes and Usability testing,developing and designing mobile applications for Android(Samsung note, Tab, s1-s3) and IOS devices(iphone 3g,4s,5 and iPad2 and iPad3).

Had a role of assistant supervisor, second in line of handling the team. This 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 front end 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.

**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 Dynamic websites development using PHP-Flash-XML, advanced ActionScripting(as2), 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.

**EDUCATION & TRAININGS**

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**