John Paul A. Rolle

Address: Block 30 Lot 12 Lapu Lapu Ave., Nostalji Enclave Paliparan 1 Dasmariñas City, Cavite 04114
Mobile: +63 947 571 8743 | +63 917 180 7690
Best Time to Call: 11:00AM to 12:00NN | 4:00PM (GMT +8) Onwards – preferred time
Website: www.thesingingdesigner.com
Email: jp_rolle@yahoo.com.ph | johnpaulrolle@gmail.com | request@thesingingdesigner.com

Career Objectives

"Looking for a very challenging position, as a UX/UI Designer, from end-to-end user journey and business to business endpoint, for fast, easy and effective productions, with a positive environment and support for growth personally and professionally."

EMPLOYMENT EXPERIENCE

UX Designer
March 2019 to **Present**
Emapta Versatile Services Inc.
Account: VroomVroomVroom / Hiccup Insurance
Department: Development Team
5F St. Francis Square Building, Bank Drive, Corner, Julia Vargas Avenue, Ortigas

Job Scopes:
- Designing functional interfaces and tools that are easy to use, providing improved usability, customer experience and increase conversions
- Undertake initial research, developing, wireframes and mock-ups, polishing the design, implementing it with HTML5/CSS3 as directed by the UX Designer
- Testing, evaluating and tweaking all designs before going live
- Working closely with the Development, Marketing and Customer Service team to ensure designs are functional and relevant to each departments needs

Skills, Tools and Abilities:
- Adobe Creative Cloud 2018/2019
- Adept in developing, coding and publishing marketing and advertising collaterals
- Experienced in web design, UI and frontend design for web products and services
- Deep understanding of cross-platform and cross browser compatibility (responsive web design)
- Knowledgeable in CSS3 and HTML5

UI/UX Designer
March 2015 to **March 2019**
Zigzag Media Inc.,
Account: VroomVroomVroom / Hiccup Insurance
Department: Development Team
46th Floor One San Miguel Building, Ortigas Business Center, Metro Manila Philippines

Job Scopes:
- Closely coordinate and work with various departments for all campaigns that require visuals, videos and similar creative for purposes of marketing, advertising and/or branding

- Plan concepts by studying information and materials
- Secure approval of concept by submitting mock ups
- Perform design-related programming slicing (HTML/CSS)
- Development and provision of designs that are reflective of the online brands managed in-house

Skills, Tools and Abilities:
- Adobe Creative Cloud 2018/2019
- Adept in developing, coding and publishing marketing and advertising collaterals
- Experienced in web design, UI and frontend design for web products and services
- Deep understanding of cross-platform and cross browser compatibility (responsive web design)
- Knowledgeable in CSS3 and HTML5
- Email template using MJML
- AMP pages for blog and post

Web Graphic Artist
January 2015 to March 2015
One Jump Web Inc.,
Department: Design Team
1401-A 14th Floor Securitybank Centre 6776 Ayala Avenue Makati City

Job Scopes:
- Development and provision of designs that are reflective of the online brands managed in-house
- Development and provision of all marketing, branding and advertising collaterals as requested by concerned departments/consultants
- Provision of designs for purposes of conversion rate optimization / landing page optimization

Skills, Tools and Abilities:
- Adept in Adobe Photoshop, Corel Draw, Illustrator and similar desktop publishing software
- Adept in developing, coding and publishing marketing and advertising collaterals
- Experienced in web design UI, and front-end design for web products and services
- Deep understanding of cross-platform and cross browser compatibility
- Knowledegable in CSS3 and HTML5

Web Graphic Designer
November 2011 to March 2014
Filsupport Creative Design
Department: Design Team
2nd Floor Veluz Building I, Aguinaldo Highway Dasmariñas City Cavite 4114

Job Scopes:
- Deliver collater for creative requirements of SEO, Marketing and Advertising
- Provide the design and related coding requirements to all ongoing campaigns
- Serve all in-house and 3rd Party Managed campaigns to ensure ROI
- Participate in conversion rate optimization / landing page
- Provide creative and related materials

- Provision of mock-ups for landing page and home page improvements

Skills, Tools and Abilities:
- Adobe Photoshop, Illustrator and after effects
- Adept in developing, coding and publishing marketing and advertising collaterals
- Experienced in web design, UI and frontend design for web products and services
- Cross-platform and cross browser compatibility
- Knowledgeable in CSS3 and HTML5

Graphic Designer
April 2011 to **October 2011**
Nahel
Department: Design Team
Dasmariñas City Cavite 4114

Job Descriptions:
To design a marketing banners for designated pages and advertising collaterals, provide designs to all ongoing campaigns such as but not limited to; banner advertising, videos, blogs, websites, newsletter, social media pages and marketing collaterals (online and print).

Graphic Designer
January 2008 to **March 2011**
Dreamladders
Department: Production Team
Dasmariñas City Cavite 4114

Job Descriptions:
To design an invitations and any marketing materials to be used for different occasions, responsible for operating machines such as but not limited to; printer, photobooth, digital cameras, video coverage and sound systems.

EDUCATION AND TRAINING

INFORMATICS COMPUTER INSTITUTE – IMUS
Visual Graphics Design (NC II)
DECEMBER 2010 - MARCH 2011
Imus Cavite

ABE INTERNATIONAL COLLEGE OF BUSINESS
Bachelor of Science Business Administrator Major E-Business
JUNE 2003 - MARCH 2004
Dasmarinas City, Cavite

STI - SYSTEM TECHNOLOGY INSTITUTE
Diploma in Computer Electronics and Technology
OCTOBER 2000 - OCTOBER 2002
Dasmarinas City, Cavite

CHARACTER REFERENCE

RAJA SINHA
Filsupport Founder and CEO
+63 920 959 3722

ALDREN TERANTE
Senior Front-End Developer
+63 995 301 6673

DANA ALMANZA
QA – Team Leader
+63 939 224 5029