

John Paul A. Rolle

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Preferred time to contact me is between 11:00AM to 12:00NN | 4:00PM (GMT +8) – Onward
| Weekend (Anytime)

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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 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
- Knowledgeable 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 required creative designs for 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 REFERENCES

RAJA SINHA

Filsupport Founder and CEO

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QA – Team Leader

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I do hereby declare that the above statements are true and accurate based on my knowledge and skills.

JOHN PAUL A. ROLLE
UI/UX DESIGNER