JOSHUA ROLLAN AALA

Multimedia designer & Developer

- linkedin.com/in/joshua-rollan-aala-b2480b259
- Joshuarollan0202@yahoo.ca   • (647) 221-0939

Dedicated Multi-media designer and developer with three years experience in motion graphics design, website development, and interactive media. Provides creative solutions to complex design problems and achieves project objectives.

Projects

UX/UI design / 2021-2024

Redesigned the UX/UI of Booster Juice, Insomnia Cookies, and Humber Bakery apps to improve their usability.

Assisted in developing wireframes, mock-ups, and prototypes for web and mobile applications.

Conducted usability testing and gathered user feedback to iterate and improve designs.

Collaborated with cross-functional teams to ensure the implementation of user-centered designs.

Developed strong communication and problem-solving skills while addressing customer inquiries and concerns.

Branded Motion Graphics Ad Campaign / 2021-2024

Understanding of brand identity and the ability to integrate it seamlessly into motion graphics campaigns.

Sketched storyboards and logo branding, and designed style frames using Adobe Illustrator and rendered in After Effects.

Contributed to social media campaigns by creating engaging graphics and animations.

Created a series of three 15–30 second animations for "Nintendo Switch product Motion Graphics AD".

Video Production / 2021-2024

Utilized various video production equipment and software such as cameras, lighting, audio recorders, Adobe Premiere Pro, and Audition and After Effects.

Video Recorded and edited high-quality videos that met the client's needs and exceeded their expectations.

Volunteered at STEM Canada, and served as a virtual video editor, contributing to the promotion of their social media channels by

- Creating 15 to 20-second videos on each of the subjects.
- To include the intro first and the outro in addition to creating content for STEM Canada to capture and exemplify that particular subject.

SKILLS

- Illustration
- UX/UI Design
- UX Research
- Interaction Design
- Web Design/Development Prototyping
- Data Visualization
- Augmented Reality Design
- Storyboarding and scripting
- Motion design
- Digital Branding

Tools

- Figma
- HTML/CSS/Javascript/Node JS
- GitHub
- Microsoft Office
- Adobe Creative Suite: Photoshop, XD, Illustrator, Premiere Pro, and After Effect
- Milanote
- CapCut
- Visual Studio Code
- Adobe Substance 3D Stager
- Meta Spark Studio (AR)
- OBS Studio

Language

English and Tagalog

EDUCATION

Humber College - Toronto, ON

Diploma in Multimedia design & development

AWARDS

Achieved Dean's List award

Received a Dean's List who received a grade point average of 80% or above in the previous term