



# JOSHUA ROLLAN AALA

## Multimedia designer & Developer

### Contact

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### 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

### AWARDS

#### Dean's List award

Received a grade point average of 80% or above in the previous term

### Profile

Creative Multimedia Designer with three years of experience in motion graphics, UX/UI design, and video production. Proficient in Adobe Creative Suite, Figma, and front-end development tools. Passionate about crafting engaging digital experiences through storytelling, branding, and interactivity.

### Projects

#### UX/UI design / 2021-2024

- Redesigned apps to improve 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. Contributed to social media campaigns by creating engaging graphics and animations.
- Assisted in the development of promotional materials, ensuring alignment with brand guidelines.
- Crafted a dynamic motion graphics piece for a movie poster, bringing static key art to life through engaging animation.

#### 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.

### Experiences

#### Video Editor / Mar 2024 - Apr 2024

##### Humber College • Internship

- Produced a Docu-Series with a Film Director.
- Story boarding/ Interviewing participants
- Camera work/ Lighting/ Scouting places to film
- Graphic Designers/ Title Slides/ Graphics for videos
- Social Media Content Creator

#### Video Editor / Mar 2024 - Apr 2024

##### STEM Montessori Academy of Canada • Co-op

- Crafted 15 to 20-second videos on each subject.
- Include the intro first and the outro and create content for STEM Canada to capture and exemplify that particular subject.