

Joshua Rollan Aala

Multimedia Designer

EDUCATION

Multimedia Design & Development

Humber Polytechnic - Toronto , ON

Graduated with Dean's List Honors
August 2021 – June 2024

Flexible Upskilling Network (F.U.N.™) Program

Prepr Foundation - Toronto , ON

3-week training program with hands-on project experience
September 2025 – October 2025

DESIGN PROJECTS

Trainee (UX/UI Designer)

Prepr Foundation, F.U.N Program

September 2025 – October 2025

Achievements/Tasks

- Conceptualized and redesigned an integrated E-commerce Beauty Platform UX App "Ripple".
- Conducted foundational UX research, developing key personas (e.g., "Frustrated Fran" business owner) to validate the market need for a consolidated, automated platform.
- Designed the dedicated Brand Kit feature UI (Logos, Colors, Fonts) to ensure brand voice consistency across all generated marketing assets.
- Developed wireframes and high-fidelity prototypes in Figma for key application screens, including the Dashboard, Product Editor, and the Media/Marketing Editor.

UX/UI designer

Humber Polytechnic

August 2021 – June 2024

Achievements/Tasks

- Redesigned apps to improve usability like "Insomnia Cookies", "Humber Cake Bakery", and "Booster Juice".
- Assisted in developing wireframes, mock-ups, and prototypes for web and mobile applications
- Provided users with an improved app that allows them to view available food/drinks before making a purchase.

Motion Graphics Designer

Humber Polytechnic

August 2021 – June 2024

Achievements/Tasks

- Developed a series of three 15–30 second animations for a "Nintendo Switch product Motion Graphics AD".
- Sketched storyboards and designed style frames using Adobe Illustrator and rendered each in After Effects.
- Exported MP4 renders for each animation and linked each to YouTube.

TECHNICAL SKILLS

User ResearchInformation Architecture

HTML/CSSJavaScriptAdobe Creative Suite

Node JSFigmaWeb DesignInteraction Design

Motion designDigital BrandingVisual Design

High-Fidelity Design

SUMMARY

Experienced UX/UI Designer in developing user-centric interfaces and compelling visual designs. Proven ability to create solutions that effectively balance user needs and project goals. Committed to enhancing user experiences through research, iterative design, and collaboration with cross-functional teams.

WORK EXPERIENCE

Cineplex - Cast Member

March 2019 - Present

- Delivered exceptional guest by answering customer inquiries.
- Sold tickets, food items, and other merchandise to guests.

Nike - Retail Associate

October 2024 – February 2025

- Provided high-quality customer service by assisting shoppers with product selection, offering product knowledge, and addressing concerns to ensure a positive shopping experience.
- Actively engaged with customers to promote store products, exceeding sales targets through up-selling, cross-selling, and product recommendations.

LANGUAGES

English & Tagalog
Full Professional Proficiency

HOBBIES & INTERESTS

Video Edit, Motion Art, Computer, Sketching, Video games, Movie theatre