



Multimedia engineer

Sebastian Sanchez Fernandez

Portfolio

Web page

<https://sebastiansportfolio.com/>

LinkedIn

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Contact



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Work experience

Aug 2023 – Feb 2024

Yumbo, Valle del Cauca, Colombia

Software Engineering & UX Intern

Celsia Energía

- **Interactive Prototyping:** Developed high-fidelity prototypes that improved user experience satisfaction scores by 25%.
- **Operational Efficiency:** Automated design workflows, reducing time-to-market delivery times by 40%.
- **Conversion Design:** Created optimized digital assets that increased internal conversion rates by 18%.

Feb 2024 – Jan 2025

Yumbo, Valle del Cauca, Colombia

Digital Marketing Analyst

Celsia Internet

- **Web Optimization (CRO):** Led the corporate website redesign focusing on UX, successfully reducing the bounce rate by 15%.
- **CRM Strategy:** Implemented lead nurturing workflows resulting in a 25% increase in customer conversion.
- **Content Strategy:** Managed video content (YouTube), increasing audience retention by 40%.
- **Digital Tools:** Designed and deployed solutions that improved site navigability by 30%.

May 2025 – Present

Yumbo, Valle del Cauca, Colombia

Communications & Digital Strategy Analyst

Harinera del Valle

- **Digital Growth Leadership:** Executing cross-channel strategies (Design, Web, and Ads) achieving a 77% increase in digital metrics for the company.
- **AI & Automation:** Modernizing internal communications by integrating Artificial Intelligence tools for content hyper-personalization and workflow automation.
- **Budget Management:** Managing the department's financial administration, optimizing resource allocation for campaigns and tech tools.
- **Brand Consistency:** Ensuring visual and narrative alignment of the brand across all digital touchpoints.

Skills

Design & UX

Figma, Adobe XD, Wireframing, User Research, Usability Testing, Responsive Design, Adobe Creative Suite (Ps, Ai, Pr), Blender.

Frontend Development

HTML5, CSS3, JavaScript, WordPress (CMS), PHP, Agile Methodologies (Scrum), API Integration, Python.

Marketing & Data

Google Analytics, SEO/SEM, Growth Hacking, CRM Management, A/B Testing, KPI Analysis, Email Marketing.

Profile

Multimedia Engineer with experience in UX/UI, web development, and digital content production. Specialized in designing interactive experiences, optimizing digital platforms, and analyzing user data. Noted for combining creativity and technical skills to generate effective solutions.

Education

2018 – 2024

Cali, Valle del Cauca, Colombia

Multimedia Engineer (B.S.)

Universidad de San Buenaventura

- **Honor Mention:** Academic excellence in initial cycles.
- **Research:** Industry 4.0 & IoT Projects – DID Research Group.

2023

Cali, Valle del Cauca, Colombia

Diploma in Multimedia Project Design

Universidad de San Buenaventura

- Focus on Digital Interaction and Visual Communication Strategy.

Certification

2023

Phoenix, Arizona, USA

Scrum Fundamentals Certified (SFC™)

SCRUMstudy – VMEdu

Languages

Spanish

Native

English

B2 – Intermediate

Deutsch

A1 – Basic