



## Multimedia engineer

# Sebastian Sanchez Fernandez

## Portfolio

### Web page

<https://sebastiansportfolio.com/>

### LinkedIn

<linkedin.com/in/sebastiansf>

## Contact



### Phone

+57 302 421 7406



### Mail

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## 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

### Deutch

A1 – Basic

## 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

Cali, 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.