



# HANS SIERRA

## MULTIMEDIA ENGINEER

I'm a graphic design enthusiast constantly seeking new tools and knowledge in UI/UX. In my free time, I enjoy practicing and working on interesting projects, while also complementing my skills with front-end web development.

## Contact Information

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## Personal Abilities

- Quick Adaptation
- Teamwork
- Positive Attitude
- Agile Learning

## Expertise Areas

- Web Design
- Wireframe Creation
- Responsive Design

## References

Andrés Jaramillo  
Frontend Developer, Mercury Cash  
Phone Number: 304-351-2931

Patricia Sabalza  
Phone Number: 300-263-8182

## EXPERIENCE

### MOP 2022 - 2023

- Creation of attractive and effective visual content for Instagram advertising campaigns, including video editing to meet platform requirements.
- Design of original and creative shirt prints, showcasing illustrations and compositions.
- Proficiency in plotter operation for precise vinyl cutting and application on shirts.
- Knowledge of shirt print production process, utilizing specialized techniques to achieve high-quality and durable results.

### ON VIAJAR 2020 - 2022

- Creation of advertising materials and video editing targeted towards a specific audience on Instagram.
- Management of WordPress websites, ensuring attractive and functional designs.
- Development of digital marketing strategies to optimize online presence.
- Implementation of SEO tactics and data analysis to improve website performance.
- Coordination of content and social media postings to maximize reach and engagement.
- Monitoring and tracking key metrics to evaluate the success of advertising campaigns and the effectiveness of websites.