

# Brayan David Contreras Jaramillo

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Upwork Profile <https://www.upwork.com/freelancers/~019b615456f638ad83>

## Summary:

Multimedia Designer with over 4 years of experience creating compelling video content, social media assets, web page designs, and interactive UI/UX solutions. Proven track record in storytelling through multimedia, enhancing brand presence, user engagement, and digital conversions.

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- Applied best practices in UI/UX design to develop innovative and user-friendly interactive solutions.
- Developing and utilizing design systems to ensure consistency and scalability in digital products.
- Exhibited strong visual skills and a meticulous eye for pixel-perfect design, ensuring high-quality deliverables.
- Maintained a highly professional approach to collaboration, consistently delivering exceptional results under tight deadlines in team environments.

## Technical Skills Summary:

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**Platforms:** Proficient in Figma, Adobe XD, Canva, Adobe Creative Cloud (Photoshop, Illustrator, After effects), WordPress, Microsoft 365. Familiar with Blender.

**Languages:** JavaScript, C#, Swift.

**Markup & Styling Languages:** HTML, CSS.

## Experience

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### Graphic and Web Designer, Upwork, US

April 2024 – Present

- Created video ads and motion graphics to boost engagement for local businesses, aligning brand storytelling goals.
  - Produced static and interactive social media creatives for marketing campaigns.
  - Collaborated closely with clients, developers, and UX teams to deliver designs that balance user needs and business objectives.
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### Graphic Designer, Humancare, Bogotá, Colombia

April 2023– April 2024

- Designed and built a corporate website, delivering a user-centric and visually engaging experience.
  - Created digital and print ads for social media and sales platforms, driving brand awareness and recognition.
  - Edited videos for promotional and internal use, supporting storytelling goals.
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### Multimedia Engineer Co-op, The Colombian Factory, Bogotá, Colombia

September 2022 – April 2023

- Developed graphic pieces for social media, enhancing brand visibility and engagement.
- Designed and implemented a WordPress website, optimizing user experience and functionality.
- Edited corporate and promotional videos, resulting in a 50% increase in social media followers.

## Education

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<b>Graduate Certificate in Mobile Solutions Development</b> Conestoga College, Waterloo, ON	2024 - 2025
<b>Google UX Design Professional Certificate</b> Coursera	2023
<b>Bachelor in Multimedia Engineering</b> Militar University, Colombia	2018-2022

## Volunteer

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Food and Beverage Associate, Dorney Park, Allentown, US. May 2022 – September 2022

- Provided exceptional customer service, ensuring a positive experience for visitors.
- Assisted in kitchen operations, maintaining cleanliness and supporting food preparation.