

RÉSUMÉ

Jesús David Salas Mendoza

Multimedia Engineer

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PROFESSIONAL PROFILE

Multimedia Engineer with a multidisciplinary profile. I connect creativity and technology to turn ideas into visual experiences, digital projects and solutions that work: brand and graphic design, animation for LED screens, 3D modeling, websites, custom CRMs and automations for small businesses. I work freelance, take part from the idea to the technical build, and have created my own digital products. I first understand the purpose, then build, with attention to detail.

EDUCATION

Multimedia Engineer

Universidad Simón Bolívar · 2019 – 2026

Graduated on August 20, 2026. Visual design and communication, video production, 3D modeling and animation, web development and multimedia projects.

IT Systems Assistant

ITSA · 2018

Technical degree.

High school diploma

IED Rodolfo Llinás Riascos

EXPERIENCE

OWN VENTURES

HypeTracking

2026

Founder · Product, brand and development · hypetracking.live

- Branded ordering and delivery for restaurants: website, CRM and mobile app, with live driver tracking.
- Created the idea, the business model, the brand and the interface, in light and dark mode and in four languages.
- Led the technical side up to launch and defined what the chatbot and the assistant do.

Flicker

2026

Founder · Product, experience and brand · flicker.club

- Table-side ordering and payments for nightclubs and bars: with a QR code, guests order, pay and split the bill.
- Defined the product, designed the experience and the brand, and led the venue app, the CRM and the website.

Orbel Solutions

2026

Co-founder, with Valeria Consuegra · orbelsolutions.com

- CRM with a built-in assistant and chatbot for small businesses, installed on each business's own domain.
- My part: product direction, the brand, the interface design, the development of the CRM and the website, and the launch.

Dockly

2026

Creator · Native Mac app

- File manager built in Swift, with more than 20 tools: PDF, screenshots, screen recording and file sharing.
- Did the idea, the experience and the full development; now at version 2.35.

CLIENTS AND INTERNSHIP

Fundación Ache

2025 – 2026 · Barranquilla

Motion graphics, web development and CRM · fundacionache.com

- Animated in After Effects over an hour of video for the five LED screens of "¿Y qué harías tú?", a play about school bullying (Plaza de la Paz, December 2025).
- Build and manage the foundation's website, with an online box office for donations and event tickets.
- Developed a custom CRM connected to the website, with a chatbot and an assistant, still in use by the team.

Small lending business — 2026

Custom CRM development

- Ran the discovery with the client, designed the screens and developed the CRM with its assistant and chatbot.
- Launched it and prepared training guides and videos: loans, collections, cash and support in one system.

Aventia Ingeniería — 2026

Web development · `aventiaing.com`

- Website for an environmental engineering company in Barranquilla, built in WordPress with Elementor.
- A page for each service, the industries it serves, its coverage across Colombia and direct WhatsApp contact.

Circo Espectaculares Hnos. Fuentes Gasca de México — Mar – Sep 2024 · Panama

Advertising and large-format design

- Designed the poster, the billboards and two big-top proposals with different themes, in Photoshop and Illustrator.
- Adapted the pieces to large format for the circus season in David, Chiriquí.

SKILLS AND TOOLS

Graphic design	Visual identity and logos, advertising and social media pieces, large format, typography and color. `Photoshop · Illustrator`
Motion & video	Motion graphics and content for LED screens, events and social media. `After Effects`
3D	Modeling, lighting, rendering and animation. `Blender`
Web & UX/UI	Websites and landing pages, app prototypes (UX/UI), domains, hosting and DNS. `Figma · WordPress · JavaScript · HTML & CSS · Three.js`
Systems & CRM	Custom CRMs, automations, chatbots and assistants, databases and integrations; mobile and Mac apps. `PHP · MySQL / MariaDB · Laravel · Node.js · Swift & SwiftUI`
Strengths	End-to-end view of each project · Attention to detail · Research before deciding · Learn the tools each project needs
Languages	Spanish (native) · English (B2)

REFERENCES

Neftalí Mendoza
Industrial engineer
`Phone on request`

Valeria Consuegra
Multimedia engineer
`Phone on request`

Luis Rivera
International business professional
`Phone on request`

Jheremy Guzmán
Biomedical engineer
`Phone on request`

Professional references: available upon request.

Full portfolio: yisuslab.com
Scan the code to see each project with its photos and process.

Yisus Lab