

YOSHUA LEISOREK

SOFTWARE DEVELOPER · APPLIED AI
· INTERACTIVE APPS

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TECH STACK

AI / ML

MediaPipe Pose, OpenAI API, Claude API, prompt engineering

Backend
Node.js, Python, Supabase, Meta Cloud API, REST APIs

Frontend
HTML5/JS, React, Canvas, Three.js, Tailwind

Infrastructure
Vercel, Railway, ngrok, GitHub, Docker (basic)

3D / Visual
Blender, Cinema 4D, Fusion 360, Resolume, MadMapper

Design
ESP32, 3D printing (PLA/PETG), CNC, laser cutting

Hardware
Figma, Photoshop, InDesign, After Effects, Premiere

KEY AREAS

- Web & interactive app development
- AI automation and bots
- API integration (Meta, OpenAI, etc.)
- Browser-based computer vision
- Print-on-demand & e-commerce
- Audiovisual production & installations
- Digital fabrication (CNC, laser, 3D)

LANGUAGES

Spanish

Native

English

Professional

EDUCATION

Master's in UX/UI Design

Elisava, Barcelona · 2022

B.S. Graphic Design & Interactive Media

New School of Architecture & Design, San Diego · 2018

CONTINUOUS LEARNING

- Digital Marketing & Social Media (2022)
- AutoCAD — CEPI-BASE Barcelona (2022)
- Projection Mapping + Resolume Arena (2019)
- Resolume + MadMapper Advanced (2019)

PROFESSIONAL PROFILE

Developer and designer with 10+ years of experience building interactive digital experiences, now focused on software development, web applications, and Artificial Intelligence integration. CEO of ProduccionesYL.com, where I combine audiovisual production with custom tech solutions: AI bots, web games with computer vision, API automation (OpenAI, Meta, Claude), and interactive installations. Pragmatic full-stack: Node.js, Python, Supabase, MediaPipe, HTML5/JS, Vercel, and Railway.

FEATURED PROJECTS — AI & SOFTWARE

WhatsApp Marketing Bot — SaaS for SMBs

[Node.js](#) · [OpenAI API](#) · [Meta Cloud API](#) · [Supabase](#) · [Railway](#) · [2025–2026](#)

- Designed and developed a 9-step conversational onboarding system via WhatsApp that allows small businesses to generate and publish content on Instagram and Facebook without opening the app.
- Integrated OpenAI for automatic copy generation in 8 post formats (promotions, announcements, informational posts, etc.) and Meta Graph API for direct publishing.
- Implemented scheduling with cron jobs, state storage in Supabase, and continuous deployment on Railway.

Penalty Kick Game with Computer Vision

[MediaPipe Pose AI](#) · [HTML5 Canvas](#) · [JavaScript](#) · [2025–2026](#)

- Developed a web game that detects real kicking movements via webcam using AI (MediaPipe Pose), designed for brand activations and live events.
- Built a fully swappable asset management system (logos, uniforms, stadiums, balls) with a custom admin panel that generates a portable config.json.
- Defined a three-phase roadmap: MVP → full admin + leaderboard + projector mode → multiplayer with QR.

Interactive Event Games Portfolio

[HTML5](#) · [JavaScript](#) · [Multitouch](#) · [localStorage](#) · [2024–2026](#)

- Suite of browser-based games for live activations: multitouch penalty kick, memory card game with persistent HUD, Connect 4 with sound effects, animated winning line, and auto-reset.
- Delivered as offline-ready ZIP packages, designed to run on kiosks without internet connection.

Make.com + Discord + OpenAI Automation

[Make.com](#) · [Discord Bot](#) · [OpenAI](#) · [Meta Graph API](#) · [2024](#)

- Bilingual workflow (ES/EN) that generates captions from product images, with an approval loop via Discord reactions and automatic publishing to Instagram and Facebook.
- Delivered in two versions: HTML/JS frontend solution and full Node.js backend with Discord bot.

PROFESSIONAL EXPERIENCE

CEO & Lead Developer — ProduccionesYL

CDMX, México · 2014 – Present

- Lead an event production and immersive experiences company with a growing software development and AI solutions arm.
- Drive projects end-to-end: from conceptualization and technical architecture to deployment, integrating hardware (ESP32, projection, digital fabrication) and web software.
- Built VisualStream.ai, a print-on-demand brand with Printful fulfillment and its own digital identity.

Web Designer & Digital Media Marketer — Grupo Miranda Abogados

Barcelona, Spain · 2022 – 2023

- Developed conversion- and SEO-optimized websites aligned with the firm's brand identity.
- Managed content on Instagram, LinkedIn, TikTok, YouTube, Facebook, and Twitter to grow audience reach and brand consistency.

Creative Immersive Interactive Designer — Preflexinc

San Diego, CA · 2021 – 2022

- Developed interactive design solutions with a focus on usability, contributing to UI interaction guidelines and technical architecture.
- Production stack: Photoshop, Premiere Pro, 2D/3D animation for immersive experiences.

Web Developer & Designer — Stella Vicina Jewelry

San Diego, CA · 2021

- Built a real-time visualizer for jewelry customization (color, shape, charms), significantly increasing conversion.
- Launched the brand's first fully functional e-commerce store.