

# LUIS FELIPE LASSO CUASTUMAL

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Portfolio: <https://zkluisinhodev.github.io>

GitHub: <https://github.com/ZKLuisinhoDev>

LinkedIn: <https://www.linkedin.com/in/luisflassoc/>

## PROFESSIONAL PROFILE

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Software Developer with 3+ years of experience building custom web applications for education, commercial, and research sectors. Specialized in Django Full Stack and PostgreSQL, with a strong focus on scalable systems and performance optimization (up to 40% improvements). Experienced in integrating AI-driven digital marketing solutions. Working knowledge of Astro.js, Node.js, and Laravel (basic).

## EDUCATION

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### B.Sc. in Systems Engineering

Universidad de Nariño, Pasto, Col

Graduated: December 2025

### Technical Degree in Multimedia Design and Integration

National Learning Service (SENA)

Completed: November 2019

## PROFESSIONAL EXPERIENCE

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### Mindala SAS (Commercial Company) — Web Developer

August 2024 – October 2025

- Developed and optimized an e-commerce platform using Django REST Framework and React, integrating AI-driven digital marketing strategies.
- Designed and implemented a business process categorization system, improving traceability and data-driven decision-making.
- Built and analyzed digital marketing campaigns with advanced analytics, increasing customer engagement by 35% in pilot tests.
- Integrated inventory and warehouse management tools with the online store to optimize logistics workflows.
- Contributed to the definition and implementation of data security and protection protocols aligned with internal and external standards.

### Psychology Program – University of Nariño — Web Developer

October 2024 – December 2025

- Developed a full-stack web application using Django REST Framework and React for academic and administrative management with role-based access control.
- Implemented modules for surveys, factors, and institutions, enabling real-time reports and statistics.
- Improved user experience with profile-based interfaces, reducing page load times by 30%.
- Implemented a secure authentication system with email-based login and group-based permissions.

## SKILLS

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Web Development (Django, Django REST Framework) | Application Architecture & Deployment (Docker, Render) | E-Commerce Platform Design & Development | Project Management & Technical Documentation | PostgreSQL | React (working knowledge) | AI Integration & Digital Marketing Analytics | Data Analysis Tools (Excel, SPSS) | Effective Communication | Problem Solving | Continuous Learning |

## TOOLS & TECHNOLOGIES

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Django | Django REST Framework (DRF) | PostgreSQL | React (Basic) | Docker | Render | HTML | CSS | JavaScript | Git | Excel | SPSS | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe XD | Notion | Trello | Bitrix24

## LANGUAGES

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Spanish – Native

English – Advanced (C1)

French – Basic

References available upon request