



KIRK MENDOZA

Multimedia Developer

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PROFESSIONAL SUMMARY

Multimedia Developer with 20+ years of experience creating interactive, motion-driven digital experiences across web, video, and display advertising. Combines front-end development, animation, and problem-solving to deliver performant, platform-compliant work while collaborating across design, marketing, and development teams. Brings leadership experience in workflow optimization and mentoring, with ongoing focus on modern front-end technologies, including React.

CORE TECHNOLOGIES & TOOLS: HTML5 | CSS3 | JavaScript | GSAP | React.js | Node.js | Motion Graphics | Animation | Lottie | Storyboarding | Adobe Creative Suite (Photoshop, Illustrator, XD, Premiere Pro, After Effects) | Figma | UX/UI Design | Responsive Design | Interaction Design | GitHub | VS Code

EXPERIENCE

Inspired Thinking Group / PureRed - International

Freelance Web Developer | Sep 2025 - Nov 2025

- Re-engaged as a contract developer based on prior performance and rapid integration into active workflows.
- Delivered 30+ HTML5 display ads across 2 client campaigns, meeting platform and client requirements.
- Handled QA, validation, and final packaging for clean, compliant delivery.

Senior HTML Animator | Oct 2024 - Aug 2025

- Developed HTML5 display ads for web and mobile, consistently meeting IAB and platform specifications.
- Collaborated with designers and developers to balance animation performance, file size, and visual fidelity.
- Mentored animators and developers, improving code consistency and team efficiency.
- Standardized HTML ad templates, increasing reuse and reducing rebuild time while removing legacy code.
- Built an internal web-based review tool, improving QA visibility and feedback workflows.
- Supported on-set video production as a production assistant while producing motion assets to meet aggressive delivery timelines.
- Developed responsive email templates compatible with major client environments.

BannerWave / Waterfall Media - Oak Park, IL

Manager, Technology & Development | July 2020 - Oct 2024

- Standardized banner production processes, reducing errors and accelerating delivery timelines.
- Managed and mentored a team of developers and animators, improving quality and efficiency.
- Shot, directed, animated, and edited 7 product demo videos for Amazon Black Friday reaching millions of shoppers.
- Coordinated cross-functional teams to meet deadlines and client expectations.
- Consulted with clients on project scope and technical feasibility.

Senior Web & Multimedia Developer | Oct 2016 - July 2020

- Led development and storyboard execution for interactive banners and multimedia assets.
- Produced motion and video assets supporting client marketing initiatives.
- Acted as technical liaison to guide approvals and ensure successful delivery.

Freelance Developer & Animator | Dec 2015 - Oct 2016

- Delivered premium HTML5 interactive banners within client specifications.
- Optimized code to reduce file size and improve cross-platform performance.

Earlier Career & Contract Experience

(Consolidated; full detail available on [LinkedIn](#))

Multimedia Developer / Flash Developer / Animator | Aug 1998 - Oct 2015

CG Life · Ogilvy · Discovery USA · McDonald's Corporation · VSA Partners · Answers Media / WellRight · Designkitchen · 88 Brand Partners · Motorola · Flair Communications Agency · InvisibleStreams · Ian Ryan Interactive · MindBuilder / itBeat.com

- Produced 50+ promotional, training, and event videos for web, DVD, and live displays.
- Developed interactive banners, kiosks, and presentations using Flash, ActionScript, and HTML.
- Translated storyboards and UI designs into interactive multimedia across web and video.
- Optimized legacy projects for performance, file size, and delivery deadlines.
- Collaborated closely with designers, developers, and clients across multiple industries.

EDUCATION

Fullstack Academy (Remote) – Fullstack Development Certificate | July 2025

Columbia College Chicago, Chicago, IL – BA, Film & Video Editing | June 1998