Alejandro Medina

Filmmaker & technologist

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ABOUT

Here is a collection of the work I've done over the past decade, in parallel with my work as a filmmaker at fila20.com.

I think the best way to share my current interests and skills is by looking at the services running on my homelab (alejandromedina.xyz/homelab).

LATELY

Lately I've been experimenting with visual intelligence systems, and building Lupa, a compact server and interface to manage an image collection as a semantic vault.

I am also learning to build project libraries for agentic retrieval, how to build ontologies for organizations, and how to make evaluations for them.

EXPERIENCE

2023 – Present **Co-founder** · seven_software
A three-person software shop building bespoke applications and workflows for brands and small organizations.

2020 – Present **CucoStudio**
Started working on CucoStudio, a language interface for video.

2019 – Present **Producer & Technologist** · Cifarra
Head of production and technologies at a small media lab in East Williamsburg / Bushwick.

2017 – 2018 **Editor / Shooter** · Tati Westbrook
Head of video editing for Tati Westbrook, collaborating with top brands in the beauty industry.

2015 – 2017 **Editor / Shooter** · Popsugar
Worked with other producers on daily content, from solo shooting to full studio sets.

2014 – 2015 **Editor / Shooter** · MiraTV
Solo editor and field shooter for *El Show de Alexis Valdés*, a daily late-night show on the South Florida TV station.

2014 – 2015 **Colorist** · Nickelodeon, via Cinemat Miami
Colorist for two of their shows.