

# Gerard Moyano Flores

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## About me

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I am deeply passionate about philosophy, formal sciences and mathematics, which have shaped my academic and personal journey.

I initially pursued a degree in Industrial Engineering and later combined it with Mathematics courses. After completing Engineering, I left the final thesis open to integrate it with my Mathematics thesis, focusing on finishing my Mathematics studies while gaining professional experience in various fields. At the moment, I am completing a postgraduate course on AI and Deep Learning at UPC-School.

Professionally, I have always been fascinated by data and technology. This interest has driven my career focus on building expertise in data analytics, honing skills in extracting insights, automating processes, and leveraging technology to support decision-making and organizational efficiency.

## Education

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**UPC School**, Postgraduate Course in AI and Deep Learning

**UPC-FME**, Degree in Mathematics

**UPC-ETSEIB**, Degree in Industrial Technologies Engineering

**LTU-Sweden**, Erasmus Scholarship

## Experience

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**Consultant**, Deloitte Digital, Barcelona

Nov 2022 – Currently

As a Consultant at Deloitte Digital, specializing in marketing and digital transformation, I adapted my role to project needs, working in backend development and bridging communication between business and technical teams. My professional projects can be broadly categorized into two key areas: Business Intelligence and Programming & Development.

### *Business Intelligence Projects*

- Designed and developed decision-making dashboards with advanced visualizations and integrated ETL pipelines.
- Automated operational processes and large-scale data extractions using Python.
- Conducted advanced analytics, including predictive modeling and sales attribution, for strategic insights.

### *Programming and Development Projects*

- Programmed backend solutions for custom data visualization applications.
- Built web scraping bots to automate large-scale pricing studies.

Currently, I am learning ML algorithms for customer clustering and behavioral analysis as part of an ongoing project.

**Professor and Mentor**, UPC-ETSEIB, Barcelona

Feb 2019 – Sept 2022

Taught Linear Algebra, Geometry, and Calculus to first-year students. Developed educational materials and a course website with MATLAB and Linear Algebra resources, some publicly available at [Linear Algebra Resources \(Aula Lliure\)](#).

**Data Analyst**, Antala, Barcelona

Sept 2019 – May 2020

Customized, integrated, and programmed Microsoft tools, including SharePoint, Teams, and Dynamics 365, to enhance internal workflows and efficiency. Developed automated processes and tailored solutions beyond default configurations to meet organizational needs.

**Data Analyst**, Adam Foods, Barcelona

Sept 2017 – Apr 2018

Implemented a custom KPI system to enhance decision-making and monitor performance. Developed tailored tools for automating reports and analyzing operational trends, supporting strategic insights and operational efficiency.

## Projects

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**Blockchain and Ethereum: Smart Contract Development**, UPC-ETSEIB, Barcelona Jan 2024 – Sept 2024  
Applied blockchain technology to optimize supply chain management. Designed and implemented smart contracts and backend components on Ethereum to streamline processes. For more details, visit [Blockchain and Ethereum Project \(UPC Commons\)](#).

**Foundations of Bitcoin Mathematics**, UPC-FME, Barcelona Sept 2023 – June 2024  
Mathematically grounded modern cryptography principles (one-way functions, digital signatures, hash functions) and described the Bitcoin ecosystem. Conducted a stochastic modeling of the double-spending problem. For more details, visit [Bitcoin Mathematics Project \(UPC Commons\)](#).

**ARM2U**, UPC-ETSEIB, Barcelona Feb 2019 – Sept 2019  
Contributed to the development of an affordable myoelectric prosthetic arm aimed at improving accessibility to assistive technologies. Designed the electronic circuit architecture and supported the project's participation in the international Cybathlon hosted by ETH Zurich. For more details about the project, visit [ARM2U Project Website](#).

**Innovation Challenge Blockchain**, ESADE-ETSEIB, Barcelona March 2018 – May 2018  
Developed a blockchain-based solution for a volunteer-focused social network, integrating technical design and business strategy. Designed the blockchain architecture, created application mockups, and developed the business model.

## Languages

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**Languages:** Catalan (native), Spanish (native), English (B2).

## Technologies

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**Programming Languages:** C++, Python, R, SQL, Microsoft VBA, Matlab, LaTeX, Git  
**Business Intelligence Software:** QlikSense, Power BI, Salesforce, Microsoft SQL Server, Quantum Metrics

## Future Interests

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My primary interests lie in advancing my knowledge of Artificial Intelligence and Machine Learning, with a focus on their practical applications and theoretical foundations. Additionally, I am deeply interested in data governance, including strategies and frameworks for managing data as a critical organizational asset. I aim to continue developing academically in these areas, pursuing opportunities to deepen my expertise in the field.