

SEBASTIAN JIMENEZ DREW

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SUMMARY

I have a Bachelor Degree in **Innovation and Development Engineering with a specialization in Artificial Intelligence and Data Science**. I have experience as a Data Analyst; leading projects focused on predictive modeling, strategic data visualization, and the efficient management of large datasets to support decision-making process. My profile combines technical expertise with creative leadership and a global mindset developed through international experiences in Bolivia, Mexico, and the United States.

Predictive Analysis & Data Science – Experience:

- Identifying key behavioral and business patterns using clustering and machine learning.

Project Management – Skilled:

- Planning, coordinating, and delivering data-driven initiatives using Agile and Scrum.

Communication & Leadership – Proven ability:

- Leading multidisciplinary teams and communicate insights effectively to technical and non-technical stakeholders.
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WORK EXPERIENCE

Jr. Data Analyst, Global Consulting Group

Aug 2023 – Present

Led data-driven initiatives to optimize client acquisition strategies and improve understanding of service demand cycles across various industries. Supporting business units with analytical insights to enhance operational and commercial effectiveness.

Key responsibilities:

- Conducted in-depth analysis of historical sales and CRM data to identify high-potential clients and segment opportunities by industry, seasonality, and peak demand periods.
- Built dynamic reports to detect monthly and seasonal trends in service demand, guiding strategic sales and marketing efforts.
- Transformed datasets into actionable business intelligence using Excel, SQL, and Python.
- Collaborated with commercial team to prioritize outreach efforts based on data scoring models.
- Monitored KPIs through dashboards to track sales performance and conversion rates over time.

Quarterly Projects: Trained in Google Design Sprints (3-month cycles)

Innovation Analyst, Smart H2O (Protexa + XLab)

May 2023 - Jul 2023

Developed a low-cost, IoT-based solution to monitor and manage water usage in Mexican households, with a focus on leak detection for underserved communities. The project was supported by XLab and Protexa and aimed to address water waste and improve financial and environmental sustainability.

Key responsibilities:

- Co-designed a smart valve system using pressure sensors and motorized actuators to detect water leaks and remotely control flow via a web and mobile interface.
- Built a beta-stage hardware prototype and designed a scalable manufacturing process using 3D printing and electronics assembly.
- Implemented real-time data visualization dashboards to track water levels, consumption patterns, and detect anomalies in off-peak hours.
- Led market analysis using INEGI data to estimate national and regional impact; projected a potential reach of over 80 million users.

- Applied SCRUM and Stage-Gate methodologies to manage progress, coordinate sprints, prioritize tasks, and iterate physical prototypes through five design stages.
- Collaborated with Protexa's engineering and logistics team to define the Bill of Materials (BoM), pricing models, and distribution strategies.

Project Analyst, HealCycle (Femsa Venture)

Feb 2023 - Apr 2023

Participated in the development of a sustainable waste management system for hospitals, transforming non-hazardous plastic waste into 3D printing filament used in customized medical equipment such as orthopedic casts and prosthetics. The project applied principles of circular economy and technological entrepreneurship to reduce healthcare-related environmental impact.

Key responsibilities:

- Designed and validated a smart waste-sorting system using Arduino-based sensors to classify hospital plastics and reduce hazardous waste misclassification.
- Collaborated with multidisciplinary teams to develop a business model (B2B2C) targeting hospitals, medical suppliers, and 3D printing markets.
- Created a prototype of an orthopedic cast using recycled PLA/PET filament and open-source 3D printing tools (Polyformer and SpyderCast).
- Conducted PESTEL risk analysis and economic viability assessment, including cost modeling, sensor setup, and logistics.
- Led stakeholder engagement with Doctors Hospital (pilot) and proposed alliances with medical and sporting goods companies (e.g., Nike, Hasbro).
- Defined impact metrics, showing potential to recover up to 980 kg of filament monthly, cutting hospital disposal costs and reducing dioxin emissions.

Data Analyst, Aimbridge LATAM

Jul 2022 - Dec 2022

Collaborated with a multidisciplinary team to develop a hotel occupancy prediction system using advanced data analysis and machine learning techniques. The project was carried out in partnership with Aimbridge Latam, one of the leading hotel operators in Mexico, managing brands such as Hilton, Marriott, and IHG.

Key responsibilities:

- Cleaned and transformed a data warehouse with over 11 relational tables (SQL, Pandas).
- Applied scaling techniques, outlier detection, and data merging to derive key KPIs.
- Developed predictive models including Multiple Linear Regression and Principal Component Analysis (PCA), achieving over 75% accuracy.
- Integrated external events data via APIs (PredictHQ) to enrich predictive variables.
- Built interactive dashboards (Python + HTML/CSS) to display city-specific forecasts, event heatmaps, and performance KPIs.

Software Developer, Arca Adventures Platform

Feb 2022 -Jun 2022

Led the design, development, and testing of an interactive e-learning web platform that gamifies supervisor training for Arca Continental. The system integrates Unity-based games with real-time performance tracking and document management for professional certification in TWI (Training Within Industry).

Key responsibilities:

- Developed a full-stack responsive web application with user roles (supervisors and admins), integrating game-based learning, dashboards, and file management.
- Designed the system architecture, UI mockups, and component hierarchy using React, Node.js, and Unity for gamified experiences.

- Implemented a reward-based progression system: supervisors earn points by passing quizzes, used to personalize avatars and unlock features.
- Created admin modules to review training materials, edit quizzes, assess document submissions, and monitor supervisor progress via dashboards.
- Defined software requirements (SRS), system design specifications (SDS), and conducted QA (Quality Assurance) testing across Web, Mobile, and API modules.
- Ensured compatibility across devices (PC, tablet) and browsers (Chrome, Safari) and documented functional and non-functional test cases.

Innovation & Project Analyst – Esencial by CROKS

Oct 2021 - Dec 2021

Collaborated with a multidisciplinary team to develop a sustainable and biodegradable face mask made from citrus-based bioplastics, infused with natural essential oils and embedded seeds that germinate after disposal. The project aimed to tackle environmental issues associated with single-use plastics, aligning with United Nation Sustainable Development Goals 12 and 13.

Key responsibilities:

- Researched and applied patented bioplastic film technology (MX347970) for developing compostable, aromatic face masks with embedded herbal seeds.
- Conducted over 12 user interviews (B2C and specialists) to validate desirability, willingness to pay, and go-to-market strategy.
- Designed the MVP based on customer feedback, focusing on biodegradability, comfort, and aesthetic appeal.
- Built the Lean Canvas and defined Buyer Personas, epics, and sprint stories following agile startup methodology.
- Structured pricing, cost modeling, and investment requirements, including materials sourcing and production needs.
- Outlined go-to-market strategies, focusing on physical retail (pharmacies, supermarkets) and social media presence for awareness.

EDUCATION

Tecnologico de Monterrey, Mexico
Bachelor of Innovation and Development Engineering

Agu 2019 - Jun 2023

- Innovation Award Winner

Tecnologico de Monterrey, Mexico
Minor in Data Analytics and AI Tools

Agu 2022 - Dec 2022

University of Michigan, USA
Programming certificates (Python Data Structures)

2022

Kaplan, New York - USA

2018

Lycée Français, Santa Cruz - Bolivia

2005 -2019

Languages

Spanish (Native). French (Native). English (Fluent)

VOLUNTEER PROJECTS

Social Project Coordinator, EDUMAKERS

Jan 2022 - Dec 2022

Led a cross-disciplinary initiative focused on creating inclusive educational tools for visually impaired students in the medical field. Oversaw the development of tactile and auditory prototypes to support the teaching of embryology.

Key responsibilities:

- Directed a team of 40 students from engineering, medicine, and design to develop 3D-printed embryonic models representing each stage of human development.
- Coordinated testing sessions with visually impaired students and faculty to validate functionality, clarity, and educational accuracy.
- Guided sub-teams in selecting materials that best simulate anatomical textures through touch, ensuring each stage provided meaningful sensory feedback.
- Integrated audio descriptions into each prototype to provide complementary explanations and improve learning comprehension.
- Delivered fully functional, multisensory educational kits tailored to the needs of blind medical students, bridging accessibility gaps in science education.