

Data scientist with over 4 years of experience. Seeking to increase data efficiency and finding complex data patterns. Developed predictive and classification models to optimize business processes and reduce financial costs. Reduced non-production time by a total of 25% equivalent to \$400,000 each month.

## Experience

- **2022 – Data scientist – Alfa Consulting part of Accenture (currently)**
  - Performing data investigation to answer questions about data and/or data trends as well to determine the root cause of data quality issues.
  - Using advanced statistical techniques to provide a deeper understanding of customers or products and developing ML models with cloud service solutions platforms such as SaaS.
  - Leading a visualization team creating global dashboards with over 70 KPIs from the planning stage to production stage for multiple stakeholders.
- **2021 – Data scientist – COPPEL**
  - Developed ML models to identify potential and non-potential clients.
  - Measured trends and assigned KPIs to 13 services for a total of more than 50 KPIs.
  - Featured engineering from multiple sources for interactive dashboards.
  - Spotted anomalies/trends in more than 20 million call registers per month.
- **2020 – Research assistant – PCA**
  - Developed an autonomous ML technique for hyperparameters selection on cell images, considering a complete ETL process, data mining and data analysis from a dataset.
- **2018 – Research Collaborator – CIMAT**
  - Collaborate in a study of spontaneous and acted learn-related emotions through Deep Learning (CNN) using facial expressions and physiological signal (GSR) data from 27 participants. The model was tested it in real-time in order to detect emotions.

## Education

2018	<b>M.E. Software engineering</b> , at Centro de Investigación en Matemáticas (CIMAT)  <b>Thesis:</b> A model to improve the user experience in virtual reality games through reinforcement learning
2013	<b>B.E. Telecommunications and electronics engineering</b> , at Universidad Autónoma de Sinaloa (UAS) and Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO)

## Personal information

### e-mail

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### Languages

English – advanced/TOEFL IBT Certification

Spanish – native

## Technical Skills

Data collection, data pre-processing and analysis, modeling, data evaluation and automation, user interfaces, software engineering.

## Programming languages

Python, SQL, VBA, R

## Software knowledge

Microsoft Power Platform, Azure resources, Tableau, SPSS, MATLAB, Linux.

## Soft Skills and strengths

Data driven decisions, leadership, agile project collaboration, creativity

CliftonStrengths report ([report](#))

## Awards and certifications

- 5 publications in computer science journals and conferences ([profile](#))
- Microsoft Certified: Power Platform Fundamentals ([certificate](#))
- Data visualization with Tableau ([certificate](#))
- IBM Data Science Specialization ([certificate](#))