DIEGO ORTEGA CASTELLANOS

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Summary

Data Science and Software Development student with hands-on experience in machine learning, app development, and data visualization. Passionate about creating innovative solutions through AI and advanced analytics. Strong foundation in Python, Swift, and Power BI with a focus on real-world impact.

Education

Tecnológico de Monterrey (ITESM) *Monterrey, N.L.*
B.Sc. in Data Science and Mathematics Engineering, GPA: 3.65/4.0 (91.2/100) *July 2021 – July 2025*

ESEI International Business School Barcelona *Barcelona, ESP*
Diploma in Digital Transformation, Business Management, Cybersecurity & AI *Sept 2024 – Dec 2024*

Experience

Software Engineer Intern *Mexico City, MX*
Iberia Group Engineering & Consulting Mexico *June 2023 – Jan 2024*

- Built interactive visualizations using Power BI to analyze company sales data.
- Provided ideas and development support for iOS and Android mobile applications.
- Developed a complementary website for the agricultural sector's mobile app.
- Conducted financial analysis and accounting estimates using Excel.

Projects

Development of Mobile Application - Real Madrid Official Store *Sep 2024 - Dec 2024* ↗

- Created a geolocation-based offers section, gamified challenges, and a user-friendly shopping cart.
- Enhanced user engagement through features like loyalty rewards and a digital product collection.
- Gained expertise in state management, UI/UX design, and location-based technologies.
- Designed and integrated a RESTful API using URLSession and Codable for seamless data synchronization.

Stock Market Action Prediction - Research Project (ITESM) *Jan 2023 - Mar 2023* ↗

- Built an LSTM model in Python to predict stock prices with 10% higher accuracy than traditional models.
- Optimized model training time by 20% through data preprocessing techniques and hyperparameter tuning.
- Reduced overfitting by 15% with dropout layers, enhancing model reliability.
- Gained expertise in time series analysis and advanced machine learning techniques.

Search for a Rising Star - Direction of Scientometrics (ITESM) *Aug 2022 - Oct 2022* ↗

- Identified 5 high-potential authors with 90% accuracy using feature engineering and trend analysis.
- Reduced data processing time by 20% through optimized data cleaning techniques using Pandas.
- Implemented predictive metrics that helped improve dataset insights for future author recruitment strategies.

Skills

Technical Skills: Machine learning, SQL and NoSQL databases, Deep learning frameworks, Time series analysis.
Soft Skills: Project Management, Teamwork, Adaptability, Organized, Hands-on work, Strategic Thinking, Leadership.
Software: Python, Swift, R, C++, HTML, VS Code, Power BI, Xcode, Github, Tableau, Excel.
Language: Spanish (C2), English (B2+ DET certificate)

Certifications

- Google Data Analytics Professional Certificate, Coursera. *Aug 2024 - Sep 2024*
- Harvard Data Science Certificate, edX. *Mar 2022 - May 2022*
- Harvard PredictionX Certificate, edX. *Jan 2021 - Mar 2021*