

JESUS GASTAÑADUY FIESTAS

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EDUCATION

PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ

LIMA, PERU

B.A. in Psychology

MAR 2014- APR 2020

- Magna Cum Laude | GPA: 17.19/20.00

Diploma in Data Science for the Social Sciences and Public Administration

AGO 2021- SEP 2022

- 240 hours | GPA: 18.43/20.00

UNIVERSITY OF WISCONSIN-MADISON

WISCONSIN, UNITED STATES

Exchange Program

SEP 2018- DEC 2018

- Earned CRS: 18 | GPA: 3.89/4.00

PROFESSIONAL EXPERIENCE

RIMAC SEGUROS Y REASEGUROS (INSURANCE COMPANY | <https://www.rimac.com/>)

LIMA, PERU

CX Metrics & Analytics Specialist

MAR 2022- PRESENT

- Lead a quantitative and qualitative research to better understand “trust” in the insurance industry, after identifying it as a main driver of customer loyalty by performing statistical analysis using survey data.
- Co-developed a machine learning model which identified 20% of our customer stock as possible detractors, with 70% accuracy, using administrative data.
- Co-developed a new methodology to calculate the value of satisfied customers, through relating CX metrics with financial results.

Behavioral Designer

OCT 2021 – FEB 2022

- Defined the experimental design and evaluation metrics for numerous service design initiatives.

HEURÍSTICA LAB (BEHAVIORAL SCIENCE CONSULTING FIRM | <https://www.heuristicalab.com/>)

LIMA, PERU

Behavioral Researcher

APR 2020 – OCT 2021

- Consulting team member of two World Bank projects designed to foster policies dedicated to improving early childhood in Peru and Brazil, during the COVID-19 pandemic; aiding over 170K and 900k families living under poverty, respectively.
- Project manager of two qualitative studies aimed to understand key psychological drivers of poor financial behavior among clients of the largest consumer bank in Peru.

Behavioral Science Intern

AUG 2019 – MAR 2020

- Co-created one of the selected proposals by the Inter-American Development Bank (IDB) to increase trust in Latin America and the Caribbean, through the application of behavioral insights.

RESEARCH EXPERIENCE

CENTER FOR HEALTHY MINDS (RESEARCH LAB AT UW-MADISON | <https://centerhealthyminds.org/>)

LIMA, PERU

Research Assistant

SEP 2018 – DEC 2019

- Supported quantitative and qualitative evaluations of socio-emotional education programs in Mexico.

ACHIEVEMENTS

CERTIFICATIONS

Data Science Professional Certificate – HarvardX – 2020

CONFERENCES

Speaker at the ESA Online Special Meeting Buenos Aires – UChicago

Feb 2022

Speaker at the II International Congress of Economics, Banking and Finance – ULima

Nov 2019

FUNDING

Awardee of the Academic Research Support Program - PUCP Gastañaduy (PI)

APR 2019 – AUG 2020

Paper: Dishonesty in the presence of moral emotions | Role: PI/Awardee | Funding Amount: € 1000

TECHNICAL SKILLS

R (advanced); Python(intermediate); SPSS (advanced); Microsoft Excel (intermediate); Qualtrics (intermediate)

OTHER INTERESTING INFORMATION

Meditation practitioner | Amateur guitar and piano player | Ex-gymnast