🔗 JAISON ANDRÉS GONZÁLEZ DE LA TORRE

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🗣️ **Languages:** Spanish (Native); English (Fluent)

PROFESSIONAL PROFILE

Technical leader with 11 years of professional experience, including 5 years in the tech industry, 3 of them focused on Fintech, and 3 as a Tech Lead. Specialized in transforming business needs into disruptive technological solutions by integrating **Machine Learning, Big Data, and Statistics** to address complex problems with a focus on scalability and high performance.

In my current role at **Mercado Libre**, the largest tech company in LATAM, I lead the implementation of systems capable of handling up to **100K requests per minute** with a **p95 latency of 100 ms** and **99.98% uptime**. These systems leverage on technologies such as **GenAI**, **ETL/ELT processes**, and the productionization of advanced **ML models** and heuristics. Recognized for guiding technical teams toward operational excellence and delivering strategic outcomes that maximize user impact and company revenue.

Other Relevant Experience

- **Productivity Optimization**: Implemented solutions that improved productivity KPIs for customer service agents, achieving a **+27% increase**.
- **Marketing Campaign Impact**: Productionized a solution to measure the impact of prepaid campaigns, reducing end-user contact by **-32%** through push notification savings without affecting conversion rates.
- **Logistics Improvements**: Developed and productionized Machine Learning solutions for logistics optimization, reducing estimation errors by **-30%** and generating **$3.2M USD** in monthly billing savings.

WORK EXPERIENCE (11 YEARS)

Mercado Libre

Technical Leader *(April 2022 – Present)*

- Led the consolidation of multidisciplinary technical teams in Machine Learning (MLE, DS, DE) focused on Fintech solutions.
- Designed and implemented a metadata generation platform (**data cognition**) for financial transactions using **GenAI**, achieving **$1.2M USD** in monthly savings.
- Deployed asynchronous and near-real-time Machine Learning systems with **99.97% uptime**, **p95 latency of 200 ms**, and **100K RPM** capacity.
- Collaborated with Product Owners in agile planning and effectively communicated strategies and outcomes to key stakeholders.

Key Skills: Python (Flask, ML & DS Stack), Kubernetes, Docker, ETL/ELT, GCP [BigQuery], GenAI, Transformers, Terraform, REDIS/DynamoDB, Kafka.

Senior Data & ML Engineer *(October 2020 – March 2022)*

- Coordinated and developed supervised multiclass models and unsupervised algorithms for Fintech applications, ensuring data stack quality and scalability.
- Built a multidisciplinary technical team (MLE, DS, DE) and defined the technical backlog for successful transfer of logistics initiatives.
- Optimized data pipelines, reducing ETL execution times and costs by **8X**.
- Productionized Machine Learning models based on similarity, positively impacting carrier billing KPIs.

Key Skills: SQL, Teradata, Python, Hive, ETL, Tableau, Cloud (AWS/GCP).

Claro Colombia [Telco]

Senior Data Engineer *(November 2019 – September 2020)*

- Designed and productionized Data Products for monitoring prepaid campaigns.
- Implemented a social media sentiment analysis dashboard, enabling intraday decision-making.

Key Skills: Python, Teradata, Hive, Power BI, ETL, APIs.

Tigo Colombia [Telco]

Senior Data Analyst *(2015 - 2019)*

- Designed and implemented **forecasting projects**, ensuring regulatory compliance in customer service by predicting user demand and optimizing staffing levels.
- Developed **regression models** and advanced analysis, creating a continuous improvement methodology based on forced curves to optimize staff performance.

Junior Data Analyst *(2013 - 2015)*

- Led **data analysis projects** and generated key reports for quality and operations teams, improving strategic decision-making based on KPIs.

TECHNICAL SKILLS

- **Languages and Frameworks**: Python (DS & ML Stack), SQL, NoSQL, Pandas, NumPy, TensorFlow, PyTorch.
- **Infrastructure and DevOps**: Kubernetes, Docker, ETL/ELT, Cloud Platforms (GCP, AWS), BigQuery, Teradata, Terraform, Event-driven Architecture (Kafka).
- **Modeling and Algorithms**: Machine Learning, Deep Learning, Generative AI (GPT, Gemini, Claude), Statistical and Predictive Models.
- **Integrations and APIs**: RESTful APIs, gRPC.

EDUCATION

Universidad del Norte, Barranquilla, Colombia *(01/2008 – 02/2013)*
BSc: Electronic Engineer

- **Thesis**: *Human Action Recognition from RGBD Images*
- **Awards**:
  - **Roble Amarillo Scholarship** (Full scholarship for academic excellence, 2008).
  - **Distinguished Student** (Recognition for outstanding academic performance, 2008 – 2013).

CERTIFICATIONS AND COURSES

- **Dev To Technical Lead** – Ignite
- **Deep Learning Specialization** – Coursera
- **Data Science for All (DS4A)** – ICT Colombian Ministry and Correlation One
- **Applied Data Science with Python Level 2** – IBM
- **Statistics** – Udacity
- **Convolutional Neural Networks** – Universidad del Norte
- **PNL Coaching** – Tartarus

INTERESTS

Fintech, Machine Learning, Data Engineering, Artificial Intelligence, Cloud Computing, Science, Astronomy, Mentoring, Self-improvement, Working Out.

References: Upon Requests