

Luis-Miguel López-Santamaría

Parapuato, Guanajuato

4 +52 (462) 108 2274

☑ luis_miguel@outlook.com

Age: 27 years

PROFILE

A motivated young data scientist focused on everything that is involved, always looking for solutions to make effective decisions. Specialist in data mining, pattern analysis, text classification and machine learning. With a strong database and operating systems management background.

With the ability to adapt to change, a great teammate, with leadership skills and always motivated to take on new challenges, always with great communication and a good work environment

EDUCATION

Aug. 2021

M.S. in Electrical Engineering

División de Ingenierías Campus Irapuato-Salamanca | Universidad de Guanajuato

Thesis Title: "Automatic Fake News Detection in Online Media"

Advisor: Dr. Juan Carlos Gómez Carranza Co-advisor: Dr. Saskia Van Amerogen

Dec. 2018

B.S. in Computer Systems Engineering

División de Ingenierías Campus Irapuato-Salamanca | Universidad de Guanajuato

Thesis Title: "Age and Gender Identification in Pinterest Through User-Generated Images and

Text"

Advisor: Dr. Juan Carlos Gómez Carranza

WORK EXPERIENCE

Jul. 2018 - Jul. 2019

Back-End Web Developer Jr.

CCSistemas Desarrollo Digital

- Design and implementation of different web-based information systems. Actively participating in decision-making for the search for better performance.
- Design and manipulation of databases using the MySQL database manager. Using SQL for query building and data extraction.
- Implementation of various modules for information systems, as well as providing support to modules already implemented using programming languages such as PHP and Javascript.

PROJECTS

Nov. 2017 - Dec. 2018

Design an Implementation of Search Methods by Similarity for Users of Social Media

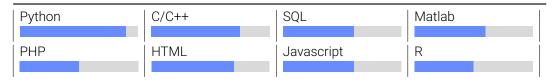
Fondo Sectorial CONACYT-INEGI, project number: 290910

- Data collection from the Pinterest website using a scraper to extract the pins, which are the form of communication between the users of this social network. The scraper collected images and text from the website.
- Extraction of different superficial features from the text such as words, emojis, hashtags (#), ats(@), etc. With the visual content, a neural network ResNet-50 was used to extract the features from the images.
- Implementation of different machine learning models such as Support Vector Machine, Logistic Regression, Random Forest, etc. These models were combined with the data collected for the prediction of demographic variables.
- Development of an API using **Flask** and in a combination of different pre-trained **machine learning** models. The user can paste text or upload it to predict different demographic variables. The same process can be done with images.

LANGUAGES

• Spanish - Native • English - C1 • Italian - Elementary

SOFTWARE



TECHNICAL SKILLS

- Machine Learning and Deep Learning libraries (Tensorflow, Keras, scikit-learn, NumPy, NLTK and Matplotlib).
- Database manipulation (MySQL, Microsoft Server and Oracle).
- O.S. management (macOS, Linux and Windows).

CERTIFICATIONS

Computer Science and Programming

MIT | License: 7aadf932eb1439bac4cfc7fed7ab1f

Data Science

UNAM | License: 92N22S3NVF52

JOURNAL REVIEWER

• IEEE Transactions on Pattern Analysis and Machine Intelligence, 2021

JOURNAL PAPERS

Sánchez, J. C. A., Antonio, A. I. H., González, J. A. R., Belman, H. I. L., Santamaría, L. M. L., & Carranza, J. C. G. (2021). Perfilado demográfico de celebridades en redes sociales. JÓVENES EN LA CIENCIA, 10.

https://bit.ly/3IrFW3W.

 González, J. A. R., Belman, H. I. L., Sánchez, J. C. A., Antonio, A. I. H., Santamaría, L. M. L., & Carranza, J. C. G. (2021). Identificación de Usuarios entre Redes Sociales. JÓVENES EN LA CIENCIA, 10.

https://bit.ly/3GiSDwd.

• Gomez, J. C., **López-Santamaría, L. M.**, Ibarra-Manzano, M. A. & Almanza-Ojeda, D. L. (2021). Predicción automática del nivel educativo en usuarios de Twitter en México. *Realidad, Datos y Espacio. Revista Internacional de Estadística y Geografía, 12(1)*, (pp. 48-61).

https://bit.ly/3y18Xxe.

CONFERENCE PAPERS

• López-Santamaría, L. M., Gomez, J. C., Almanza-Ojeda, D. L., & Ibarra-Manzano, M. A. (2019). Age and gender identification in unbalanced social media. In 2019 International Conference on Electronics, Communications and Computers (CONIELECOMP) (pp. 74-80). IEEE.

doi: 10.1109/CONIELECOMP.2019.8673125.

• **López-Santamaría, L. M.** & Gomez, J. C. (2018). Age and Gender Identification in Pinterest Through User-Generated Text Comments. In 6° *Encuentro Estatal de Jóvenes Investigadores*, 4(2), (pp. 409-415).

https://bit.ly/3snSG4b.