

# Luis Norberto Zúñiga Morales, M.Sc.

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## Employment History

- 2021 – . . . . .
  - 📌 **Adjunct Professor.** Department of Engineering Studies For Innovation, Universidad Iberoamericana, Mexico.
  - 📌 **Graduate Instructor.** Department of Continuous Education, Universidad Iberoamericana, Mexico.
- 2018 – 2020
  - 📌 **Technologic Advisor.** Analyst, writer, technology advisor, and social media analyst for esports organization Team Rankstar.
- 2017 – . . . . .
  - 📌 **Data Science and Natural Language Processing Consultant.** Freelance. Clients include Universidad Iberoamericana, Allerstand.
- 2010 – 2017
  - 📌 **Private Tutor.** Mathematics and coding.

## Education

- 2021 – . . . . .
  - 📌 **Ph.D., Universidad Iberoamericana, Mexico** in Multimodal Sentiment Analysis. Thesis title: *Multimodal Sentiment Analysis in Digital Social Networks*.
- 2015 – 2017
  - 📌 **M.Sc. Computer Science, Centro de Investigación en Computación, Mexico** in Machine Learning. Thesis title: *Financial market analysis under the effect of information diffusion on social networks*.
- 2010 – 2014
  - 📌 **B.Sc. Mathematical Engineering, Instituto Politécnico Nacional, Mexico.** Thesis title: *Herd effect on financial assets: stock price modeling with simulation techniques*.

## Teaching




- 2023
  - 📌 **Selected Topics on Information Systems**, Universidad Iberoamericana, Actuarial Sciences.
- 2022 – 2023
  - 📌 **Data Intelligence**, Universidad Iberoamericana, Actuarial Sciences.
  - 📌 **Machine Learning**, Universidad Iberoamericana, Actuarial Sciences.
  - 📌 **Social Networks Analysis**, Universidad Iberoamericana, *Big Data & Data Analytics* graduate program.
- 2022
  - 📌 **Technologic Trends**, Universidad Iberoamericana, Marketing, Administration, Global Businesses, Hospitality.

## Projects


### Research Projects

- 2023
  - 📌 **Phishing detection on emails.** Project aimed to build novel phishing detection models. NLP consultant.
  - 📌 **8M on Twitter.** Social network analysis and data collector of 2023 International Women's Day movement on Twitter.
  - 📌 **Human rights recommendations labeling automation.** Technical advisor.

## Projects (continued)

- 2022  **Opinion mining for electoral preference modeling.**  
Part-time data collector.
- 2022  **Mining in Latin America.**  
Project aimed to study the environmental impact of mining activities in Latin America.  
Part-time data collector.
- 2021 – 2022  **Imagen México.**  
Project aimed to analyze the overseas image of Mexico by processing tweets and news headlines. Technical lead in charge for data gathering, data processing and building learning models.

## Personal Projects

- 2019 – . . . .  **iZMath.** Open educational resources in Spanish, focused in Data Science.

## Research Publications








### Journal Articles

- 1 L. N. Zúñiga-Morales, A. Zúñiga-López, J. Villegas-Cortez, C. Avilés-Cruz, and F. Morales-Torres, “Análisis preliminar del sentimiento sobre la vacunación del COVID-19 en México,” *Research in Computing Science*, vol. 150, no. 5, pp. 281–294, 2021, ISSN: 1870-4069.

### Conference Proceedings

- 1 L. N. Zúñiga-Morales, J. Á. González-Ordiano, J. Quiroz-Ibarra, and S. J. Simske, “Impact evaluation of multimodal information on sentiment analysis,” in *Advances in Computational Intelligence*, O. Pichardo Lagunas, J. Martínez-Miranda, and B. Martínez Seis, Eds., Cham: Springer Nature Switzerland, 2022, pp. 18–29, ISBN: 978-3-031-19496-2.

## Skills

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|-----------------------|--|
| Languages             |  Strong reading, writing, listening, and speaking competencies for English.<br>Strong reading and listening competencies for French.<br>Basic abilities for Japanese. |
| Coding                |  Python, SQL, L <sup>A</sup> T <sub>E</sub> X, Matlab.  |
| Software              |  Tableau, Gephi, Orange, Microsoft Office.  |
| Databases             |  MySQL.   |
| API                   |  Twitter, Reddit, New York Times, The Guardian, Youtube.  |
| Machine/Deep Learning |  Scikit-learn, Tensorflow, Pytorch.   |
| Misc.                 |  Academic research, teaching, training, consultation, educational content creation, social networks management.   |

## Miscellaneous Experience


### Awards and Achievements

- 2022  **Department Prize for Outstanding Teaching Performance.** Universidad Iberoamericana.





## Miscellaneous Experience (continued)

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### Workshops

- 2023        **Data collection and classification workshop for the Country Image Analytical Model.** Construyendo el futuro de la inteligencia artificial. Universidad Iberoamericana Ciudad de México.

### Certification

- 2022        **SQL for Data Science.** Awarded by Coursera.
- 2022        **Fundamentals of Accelerated Computing with CUDA Python.** Awarded by NVIDIA Deep Learning Institute.
- 2015        **Design Database MySQL.** Awarded by IT Open Knowledge Center.
- 2015        **Fundamentals of Web Design.** Awarded by IT Open Knowledge Center.

## References

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Available on Request