

Luis Norberto Zúñiga Morales, M.Sc.

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🔗 lzun

in luisnzuniga

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 of 2023 International Women's Day movement on Twitter.
 - 📌 **Human rights recommendations labeling automation.** Technical advisor.

Projects (continued)


-  **Opinion mining for electoral preference modeling.**
Data provider.
- 2022  **Mining in Latin America.**
Project aimed to study the environmental impact of mining activities in Latin America.
Data gathering and annotation.
- 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

Conference Proceedings


-  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.
Strong reading and listening competencies for French.
Basic abilities for Japanese. |
| Coding |  Python, SQL, L ^A T _E X, Matlab. |
| Software |  Tebleau, Gephi, Orange, Microsoft Office. |
| Databases |  MySQL, SQLite. |
| 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

- 2023  **Department Prize for Outstanding Teaching Performance**, Autumn 2022, Universidad Iberoamericana.

Certification

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

Miscellaneous Experience (continued)

📖 **Fundamentals of Web Design.** Awarded by IT Open Knowledge Center.

References

Available on Request