# Luis Norberto Zúñiga Morales, M.Sc.

✉ lzun.morales@gmail.com  🐦 @luisnzuniga  in luisnzuniga

🌐 https://lzun.github.io/  ⭘ lzun

## 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

**(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

| | |
|---|---|
| Languages | ▌ Strong reading, writing, listening, and speaking competencies for English. Strong reading and listening competencies for French. Basic abilities for Japanese. |
| Coding | ▌ Python, SQL, LaTeX, 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

| | |
|---|---|
| 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