Beatriz Martínez

Data Visualiser
Social & Market Researcher

⦿ Madrid, Spain

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Detail-oriented and resourceful person seeking position in a team or project that requires research and data visualization skills.

WORKING EXPERIENCE

Data visualisation | 2013 – present
From setting up the project goals, to getting and analyzing the data and coding the final graphics:
– Collecting data from secondary sources, cleaning and processing.
– Data analysis and actionable insights extraction.
– Information design, pursuing the best way to communicate the insights.
– Develop static and interactive data visualizations.

Teaching data visualization and D3.js in several organisations:
– Data science programs.
– Web design masters.
– Newsrooms.

Social & Market Researcher | 2008 – 2016
Management and execution of qualitative and quantitative studies, including the entire cycle: setting objectives, fieldwork, extracting actionable insights, writing comprehensive content reports.

Developing indicators and impact assessment methodologies for Measuring the Inclusive Social programs impact.

SELECTED WORK

Urban Data Platform | European Commission ▶
Data sharing and visualization platform for European cities and regions.

Data Salud | Sanitas (Spanish health care company) ▶
Data visualization to explore the relation between medical emergencies and air pollution.

Fundación Cerezales | Spanish NGO ▶
Website and interactive graphics showing the activities' volume across years and how are distributed in different categories.

Where the MadMoney Goes | BBVA Innovation Center Challenge ▶
Tool to analyze the consumer geographical behaviour in the city of Madrid.

EDUCATION

Bachelor Degree in Sociology
2004
Salamanca University, Spain.

Bachelor Degree in Advertment & PR
2009
Rey Juan Carlos University, Spain.

SKILLS

Computer skills
R programming
D3.js
HTML + CSS + JavaScript
Sketch, Illustrator, Photoshop

Languages
Spanish: native.
English: fluent written and spoken.
Portuguese: good understanding and basic written and spoken.

FURTHER INFORMATION

Community
Madrid d3.js users group organiser.
Madrid R Users Group member.
Madrid Data Journalism Work Group member.

Experiences abroad
One year living in Leicester (UK), 1998.
6 months working for a Rural Development NGO in Portugal, 2010.
3 months living in South America traveling and working with the NGO Ciudadano Inteligente, 2012.