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Profile

I'm a visual analyst and researcher with a passion for data storytelling and d3.js
During my studies I got fascinated by statistics and its power to uncover patterns in human behaviour and societies as a whole. After finishing my master's degree in economics in 2010 I worked for nearly a decade as a data analyst designing statistical models for clients within media, consumer and trend research. In 2015 I discovered the unique applications of data visualisation, and ever since I'm learning about new possibilities to explore and represent data visually. Since 2017 I enjoy teaching data visualisation at universities. More recently I focus on web-based data visualisation projects (d3.js) including data analysis, visualisation design, implementation and storytelling.
Combining the two pillars: statistics & data visualisation, my motivation is to understand and democratise the complexity of our world through efficient and beautiful data storytelling.

Experience

Data Visualisation | Portugal, Lisbon
Freelance 2022-Present
Data visualisation consultancy to improve design, UX and overall data storytelling
Complete data visualisations projects: data cleaning, EDA, story and visualisation design, implementation using d3.js for clients like *BitSight*, a cybersecurity ratings company and *THE CITIZENS*, a not-for-profit journalism organisation.

NOVA FCSH | Portugal, Lisbon
Professor 2022-Present
Teaching the specialisation course *Data Analysis and Information Visualisation*

Arcada University of Applied Sciences | Finland, Helsinki
Professor - Data Visualisation 2020-23
In the *Information Technology program* I taught to bachelor students the following modules: *Decision Support Systems* and *Analytical System Design*
In the *Big Data Analytics program* I taught to master students *Visual Analytics*

Universidad Europea | Spain, Madrid
Professor - Data Visualisation 2017-23
Lectures and content development for the *Big Data Master Program* Data Visualisation concepts, theory and practice (d3.js, CARTO)

ie business school | Spain, Madrid
Professor - Data Visualisation | 2018-20
Lectures and content development for the "Big Data Master Program" (d3.js, CARTO, R)

Blanquerna - Universitat Ramon Llull | Spain, Barcelona
Professor - Data Visualisation 2018-19
Teaching d3.js within the master program: *Data journalism and fact checking*

Telefonica | Spain, Madrid
Big Data Visualisation 2015-17
Responsible for the data visualisation training: content development, workshops and consultancy in Spain and Brazil (d3.js, tableau)

ZenithOptimedia | Spain, Madrid
Modeling Analyst 2015

Managing econometric modelling projects (R) with a special focus on the impact of digital media on sales in order to measure clients' campaign, brand and marketing strategy objectives.

Hamilton | Spain, Madrid
Senior consultant 2014-15

Managing strategic market research projects in the field of commercial real estate, specifically for retailers based on shopping behaviour analysis (SPSS)

MEC | Germany, Düsseldorf
Manager Analytics & ROI 2013-14

Leading media mix modelling projects related to advertising and media research from project launch to client presentation. Creating econometric models (SPSS) to help clients define their optimal advertising investment. Managing segmentation projects as a base to support media and communication strategic planning.

Hall & Partners | UK, London
Data Analyst 2011-13

Processing a wide range of multivariate statistical methods (SPSS & EXCEL) in order to solve client-specific questions to facilitate marketing and communication planning.
Advising both account teams and clients in the context of international analytics projects related to advertising, brand and media research.

Nielsen | Spain, Madrid
Analyst - Consumer Panel Services 2010-11

Panel data analysis to measure ongoing changes and interactions of consumers' purchasing behaviour. Elaboration of solutions depending on client preferences e.g. consumer segmentation using brand affinity data (SAS).

Nielsen | Germany, Frankfurt
Analyst - Consumer Panel Services 2008-10

Development of household clusters related to the financial crisis (SAS). Collaboration in client-specific projects related to sophisticated shopping modelling analysis (SAS) based on the Nielsen household panel *Homescan*.

Education

FernUniversität in Hagen | Germany
Master's degree: business and economic studies 2004-10

Specialisation fields: marketing and statistics
Final thesis in the field of statistics in cooperation with Nielsen: Empirical study of potential factors that influence consumer FMCG spending based on the Nielsen household panel (SAS)

Skills

Data Visualisation, Maps, Storytelling, Design, Statistics, Teaching, JavaScript, d3.js, R

Languages

German, English, Spanish, French and Portuguese