

Luis Cano Irigoyen

Computer Science undergrad looking forward to make innovative solutions & products with positive impacts in the world.

Research interests: Artificial intelligence, Deep Learning, Forecasting, Data Analytics

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EDUCATION Monterrey, Mexico

BSc in Computer Science // Tecnológico de Monterrey (Monterrey Institute of Technology) Graduating: 06/2023

Relevant Coursework

- Advanced Artificial Intelligence for Data Science, Data Structures & Algorithms, Full-stack Web Development, Machine Learning, SQL & NoSQL Databases, Software Architecture, Project Management

WORK EXPERIENCE

Digital Analyst // Forte Industria 

05/2021 - Present

Achievements / Tasks

- Currently work as a Digital Analyst, Web Developer and SEO Analyst at Forte Industria —an online retailer of industrial machinery.
- Introduced the new company into the digital market, starting from nothing and reaching 1.5k monthly users under a year.
- Working with Google Analytics, Meta Business Suite and Google Ads to create marketing campaigns that reach the correct customers.

Unity Developer Internship // Gamejam 

06/2021 – 08/2021

Achievements / Tasks

- Implemented UI/UX layouts from Figma into Unity for a now published Game.
- Developed an idea/brief into a game prototype, creating: Player mechanics, Enemies AI, Obstacles and interactions with them, Editor Tool for Level Building.
- Worked both independently and collaboratively with a large team, providing insight for others and implementing received feedback.

Web Developer & Marketing Analyst // Pixelwork Agencia Web 

06/2021 – 08/2021

Achievements / Tasks

- Utilized WordPress for building company websites.
- Worked with Ahrefs and Yoast to increase with success the organic traffic value of multiple domains, as well as making their websites healthier (less errors and increased domain quality).
- Created and Managed multiple Google Ads campaigns.

Skills

- **Computer Science:** Object Oriented Programing, Artificial Intelligence, Neural Networks, Web applications, Front-end & Back-end Development, Game Development, UI/UX, Database Management, Versions Control
- **Analytics:** Qualitative & Quantitative Data Analytics, Statistics for Data Science, Digital Marketing, SEO & SEM, Market Research
- **Management:** Project Management, Operations Management, Software Requirements
- **Soft Skills:** Self-Learning, Leadership, Creative Thinking, Teamwork, Communication, Writing

Programming Languages, Frameworks & Tools

- **Languages:** Python, C++, C#, JavaScript, SQL, R, HTML, CSS
- **Frameworks:** React, NestJS, Angular, TensorFlow, PyTorch, NodeJS, Scikit-learn, Pandas
- **Tools:** GitHub, MS SQL Server, MySQL, AWS, RDS, IoT Core, Unity, Google Analytics, Figma, Excel, Oracle APEX, RStudio

PROJECTS

Natural Language Processing for Time Predictions – CEMEX 

- Developed a Tokenizer and Neural Network solution for a Natural Language Processing into Time Prediction problem.
- Researched machine learning structures to determine the most adequate solution.
- Worked in Agile Environment with Project Planning, System Development, Testing, Quality Assurance, and Deployment.
- Project components: React.js client, Nest.js server, FastAPI server, SQL Database, Python TensorFlow Keras Solution.

Cryptocurrency forecasting with News Scraping and Deep Learning – Big Data

- Created a project for cryptocurrency time series prediction, using news scraping, a neural network for sentiment analysis, and a neural network for predictions using the historic value, sentiment and context variables of the currency (such as trades and volume).
- Multi-attention based LSTM for sentiment analysis, decoder autoencoder LSTM for prediction, MongoDB for NoSQL Database.
- Big Data approach given the amount of news data from the selected timeframe for training (3 years).

Gamification Based E-Learning – Ternium 

- Developed a digital platform that allows Ternium employees to train in various areas of the industry through gamification, cutting training costs and increasing employee engagement.
- Project components developed: React.js website with user/admin authentication, MySQL database, python API, Unity Game (Trivia / Endless runner).

Software Developer – Cáritas Monterrey – Volunteer

- Automation of the management process for visitors to the facilities of Cáritas Monterrey, by designing and developing a software application to take care of the process.