

Denisse Herrera

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Aspiring Data Scientist with expertise in statistical analysis, machine learning, and predictive modeling. Experienced in applying advanced analytics to solve complex problems, particularly in autism research. Skilled in Python, R, and data visualization tools

WORK EXPERIENCE

Asociación Pro Autismo

Jan 2023 – June 2024

Data Scientist Intern

Tijuana, MEX

- Utilized statistical techniques such as regression analysis and hypothesis testing to answer key questions.
- Analyzed large datasets to identify trends and patterns.
 - Conducted research to identify and acquire relevant datasets, eventually contributing with a Chinese university.
 - Analyzed datasets of over 1000 subjects to identify key behavioral patterns of each microexpression.
- Built predictive models and machine learning algorithms.
 - Developed and trained an image classification model able to predict microexpressions in children with ASD with an 85% accuracy, changes are being made to the model in order to improve this.
- Collaborated with cross-functional teams to align project goals and drive progress
- Developed custom scripts in Python for automating repetitive tasks in the data pipeline such as image labeling and facial point recognition of over 15,000 images which significantly reduced manual processing time.
- Explored alternative sources of external data that could potentially enhance model predictions when integrated with internal datasets.

Freelance

Jan 2018 – Present

Front-End Developer

SD - TJ, USA / MEX

- Developed responsive and user-friendly web applications using React, Vue.js, and vanilla JavaScript, ensuring cross-browser compatibility and optimal performance
- Created a reusable component library, reducing development time for new features by 40% and ensuring consistent UI across projects.
- Utilized version control with Git maintaining high code quality and fostering knowledge sharing.
- Stayed current with front-end trends, implementing technologies like TypeScript and Next.js to enhance code maintainability and SEO performance
- Implemented pixel-perfect, responsive designs from Figma, improving user engagement by 25% across desktop and mobile platforms.

EDUCATION

Instituto Nacional de México, Campus Tijuana

Jan 2022 - June 2024

M.S., Information Technology

Tijuana, MEX

University of California, Davis

June 2014

B.A. in Design, Minor in Psychology

Davis, CA

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** [Google Advanced Data Analytics Professional Certificate](#)
- **Skills:**
 - Data Analysis: Python, R, Statistical Analysis, Hypothesis Testing, Regression Analysis
 - Machine Learning: Predictive Modeling, Image Classification, Feature Selection
 - Data Visualization: Tableau, Power BI
 - Programming: JavaScript, TypeScript, React
- **Languages:** Fluent English, Native Spanish

PUBLICATIONS

“Intelligent Emotion Prediction System for Help in Telemedicine Therapies of Children with ASD”. ARTIIS 2023. Communications in Computer and Information Science, vol 1937. Springer, Cham