



Javier Martinez

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📍 Vancouver, BC, Canada

Relevant Experience

Vancouver Whitecaps FC Data Science Capstone project

Vancouver, BC, Canada
May 2025 - July 2025

This Capstone Project is a 2+ month full-time commitment as part of my Master's in Data Science at the University of British Columbia. It reflects a collaborative partnership between academia and various industry organizations seeking data-driven solutions. Specifically, I participated in the following capstone project:

Solving Set Pieces: Analyze sports tracking data for corners and free kicks.

Due to confidentiality agreements (NDA), specific project details cannot be disclosed; however, the overall objectives and achievements include:

- Conducted comprehensive exploratory data analysis of sports tracking data from corner kicks and free kicks, identifying key factors that influence scoring opportunities.
- Developed, trained and fine-tuned predictive models to enhance scoring probabilities, supported by an automated data pipeline for continuous predictions.
- Created a user-friendly web application encapsulating exploratory data analysis and prediction capabilities, specifically designed for non-technical soccer industry stakeholders, featuring an intuitive and accessible UI.

Kuona Data Engineer, Full time

Remote (Los Angeles, CA, USA)
June 2022 - August 2024

Kuona is a SaaS platform utilizing deep learning techniques to optimize product pricing, promotions, and inventory management for multinational companies in the USA, Latin America and Europe. During my tenure here, I contributed to the following projects:

Promotions: Solutions for analyzing promotion outcomes (post-mortem) and predicting future promotional performance.

- Participated in migrating ETL processes from PostgreSQL and Django commands on Lambda to a Data Warehouse architecture using Glue Catalog, Spark jobs and a Medallion architecture with S3 buckets (bronze, silver, gold), orchestrated via Airflow. This migration improved execution time by up to 70% and reduced costs by approximately 30%.
- Built exploratory data analysis dashboards using QuickSight and Grafana, querying data directly from our S3 buckets using Athena to identify sales increases and cost-of-goods reductions. This initiative eliminated the need for bi-weekly meetings dedicated specifically to this analysis.
- Initiated an internal project to automate checks during data ingestion, ensuring that business rules, data formats and values complied with the data contract. The system automatically generated reports when issues were detected and shared them with relevant stakeholders.
- Implemented algorithms to calculate promotion KPIs and trained neural networks using cloud services such as Lambda and EC2 instances.
- Responsible for creating, monitoring and reporting on data pipelines and insights across several client projects.

Pricing: Solution to evaluate price elasticity based on metrics including cost of goods, competitor pricing and regional factors.

- Played a key role in onboarding the first client onto this solution, overseeing data integration, designing data models and implementing monitoring and business rule enforcement.
- Designed, orchestrated and maintained ETL pipelines for ingesting data and running customized deep learning algorithms.

Perfect Order: Solution for inventory flow for specific locations according to the predicted demand.

- Collaborated closely with Machine Learning Engineers to create tailored feature engineering solutions per client and automated their integration within the company's deep learning framework.

Education

University of British Columbia

Master's in Data Science

Vancouver, BC, Canada
July, 2025

Relevant Coursework: Supervised Learning, Unsupervised Learning, Deep Learning, Data Science workflows

Tecnológico de Monterrey

Bachelor's in Computer Science

Monterrey, NL, Mexico
June, 2023

Minor in Data Science

Relevant Coursework: Data Structures and Algorithms, Web and Mobile Development, Software Architecture

Projects

Datastructpy, Python package

January 2025 - March 2025

- Built a Python library for data structures and algorithms, well-tested and deployed as a PyPI package.

SmartSearch, Hackathon project

October 2024

- Developed a context-aware search tool for Canvas Discussions using semantic embeddings.

Technical Skills

Programming Languages: Python, SQL, R, TypeScript, JavaScript, Java, C, C++ **Big Data**: Snowflake, Kafka, PySpark, Iceberg, PyArrow

Databases: Postgres, MySQL, Redshift, MongoDB, Amazon Aurora, Amazon RDS **Data Processing & Machine Learning**: Pandas, PyTorch, Scikit-learn, Polars, Matplotlib, Numpy **Web & Backend Development**: Next.js, Astro, React, FastAPI, Django, Flask, NodeJS, Dash

Cloud & DevOps: Docker, Airflow, AWS (Lambda, S3, Glue, Athena, EC2)