César González Franco

3D Generalist | VFX Artist |Post-Producer | Data Scientist | Analytics |
Machine Learning | Python | Statistical Modeling

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ABOUT

Creative designer with 15 years of experience & data scientist with a strong foundation in analytics, machine learning, and data visualization. Combining a background in design and technical expertise, I bridge creativity and data- driven solutions to uncover insights and solve complex problems. Currently working in the field of Data Science & Audiovisual Post production, I am passionate about innovation, continuous learning, and making impactful contributions through technology and design.

EMPLOYMENT HISTORY

nqub. | Atlanta, USA
3D + Motion Lead + Data Scientist | 2024 – Present
- Managing people to create different interactive media for Games and Marketing.
- Guided a team of designers to achieve looks and feel appealing to the designated target audience.
- Created metrics for understanding the metrics and the interactions of this targeted audience and tools to have more engagement with them.

nqub. | Atlanta, USA
3D + Motion Lead + Data Scientist | 2023 – Present
- 3D modeler and animator for "Sakrete" Concrete and social media, Creative director.
- Guided a team of designers to achieve looks and feel appealing to the designated target audience.
- Created metrics for understanding the metrics and the interactions of this targeted audience and tools to have more engagement with them.

Henry | Buenos Aires, Argentina
Data Scientist - Data Engineering | 2022 – Present
- Developed and implemented end-to-end data solutions, utilizing data engineering techniques to collect, process, and analyze large-scale datasets.
- Designed and implemented predictive models and machine learning algorithms, leveraging Python and scikit-learn.
- Developed and maintained data visualizations and dashboards using tools like Tableau or Power BI to present insights to stakeholders.

Freelance | Remote, USA, EUROPA
Data Visualization - Data Science.- 3D Modeler & Animator; Motiongraphics | 2017 – Present
- Created & Design Data visualizations and dashboards using tools like After Effects & Blender to present insights to stakeholders.
- Oversee rendering, modeling, data collection, and visualizations.

Freelance through **Upwork.com** & Personal Referrals
Clients have included: New Balance – NY, Mambo Estudio, Santana | 2021 – Present
- Build and manage working relationships with high profile international and local clients
- Created compelling stories and diversified content
- Managed multiple project deadlines at the same time with different clients.

A PASS Education | Union Lake, MI, USA **:**
2D Animator / Motion-graphics & Video editor | 2020 – 2022

- I skillfully conveyed complex ideas through compelling stories that resonate emotionally and drive engagement.
- Skilled in providing constructive feedback, mentorship, and support to foster growth and enhance team performance.

Mambo Studios | Remote
2D Animator / Motiongraphics & VFX Compositor | 2020 – 2022

- Efficiently manage multiple projects and prioritize tasks to meet tight deadlines while maintaining high standards of creativity and quality.
- Excellent communication skills, both verbal and visual, to effectively present ideas, provide feedback, and collaborate with team members.
- A strong passion for storytelling and visual communication, and a desire to explore new opportunities at the intersection of art and technology.

Asylum | Colombia, Cali
UI & IX Designer / Contractor | 2013 - 2014

- Conduct user research and gather requirements to understand user needs and goals.
- Ability to work independently and manage multiple projects simultaneously, adhering to tight deadlines.
- Collaborate with cross-functional teams, including developers and product managers, to ensure seamless integration of design and functionality.

Avaya Creative Services | Bogotá, Colombia
Data Visualization - 3D Modeler & Animator. | 2015 - 2016

- Present findings and insights to non-technical stakeholders in a clear and concise manner, facilitating data-driven decision-making.
- Design and create visually appealing data visualizations, dashboards, and reports to effectively communicate findings to stakeholders.
- Collaborate with cross-functional teams to identify data-driven opportunities and provide strategic recommendations based on data analysis.

EDUCATION

- **Universidad Complutense de Madrid** | Madrid, *España*
  Master's Degree – **Big Data & Data Science** – 2025

- **Henry Boot-camp** | Buenos Aires, *Argentina*
  Continuing Education - Data Science, Data Analyst, Data Engineering, 2023

- **Pontificia Universidad Javeriana** | Cali, *Colombia*
  Continuing Education – Administrative Management**,** 2019

- **UPC Universitat Politécnica de Cataluñya** | Barce*lona, Spain*
  Master's Degree - Post-Production, Motion graphics and Visual Effects, 2018

- **Universidad ICESI** | Cali, *Colombia*
  Bachelor's Degree – Interactive Media Designer **– Computer Science.** 2013

LANGUAGES

English: Fluent - Native   **French:** Basic - Intermediate
Spanish: Native   **Japanese:** Basic - Intermediate

TECH SKILLS

Programming language: Python, MySQL, PostgreSQL, NoSQL, HTML, CSS3, DAX.
libraries and frameworks: NumPy, Pandas, scikit-learn, SciPy, TensorFlow, PyTorch, Matplotlib, Seaborn, Matplotlib, Seaborn, Tableau, or Power BI.
Big Data: Apache Spark, Apache Hadoop, Apache Kafka, Airflow, Docker, Amazon Web Services (AWS), Google Cloud Platform (GCP), or Microsoft Azure, Apache Cassandra and MongoDB.
Design software: Adobe suite, Blender, Octane, Figma and many others.