JESUS GASTANADUY FIESTAS

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EDUCATION

Master of Science in Business Analytics, Rady School of Management   06/2025
University of California, San Diego, CA

Diploma in Data Science for the Social Sciences and Public Administration   09/2022
Pontificia Universidad Católica del Perú, Lima, Perú

Bachelor in Psychology   04/2020
Pontificia Universidad Católica del Perú, Lima, Perú

Exchange Program   12/2018
University of Wisconsin-Madison, Madison, Wisconsin

PROFESSIONAL EXPERIENCE

Independent Consultant, Datum, Lima, Peru   06/2024 - 12/2024
Advised Behavioral Research in the Airline Industry for Google Latin America

Senior Design Researcher, Interbank, Lima, Perú   04/2023 - 06/2024
- Partnered with cross functional teams and led experimental and quantitative user research to inform $250K+ investment decisions on development of new Wealth Management platform within mobile app
- Mentored summer intern over 3 months to design and test digital solutions based on behavioral insights to foster financial literacy among clients
- Co-created the first Behavioral Unit within the bank, driving innovation in debt collection actions through behavioral research and A/B testing

CX Metrics & Analytics Specialist, RIMAC Seguros, Lima, Perú   03/2022 - 04/2023
- Identified 10% of customer acquisition resulted from positive customer experience, quantifying the return on investment on customer experience (ROCXI)
- Developed an econometric model of brand trust, with key business and psychological drivers, after identifying it explained customer loyalty by more than 30%
- Co-developed a machine learning model to identify dissatisfied customers in advance, and prevent bad customer experience; with 70% accuracy, using survey and administrative data

Behavioral Designer, RIMAC Seguros, Lima, Perú   10/2021 - 02/2022
- Collaborated with cross-functional teams to enhance customer experience through strategic B2B service design initiatives, targeting high-impact areas responsible for 70% of the company's total revenue

Behavioral Researcher, Heurística Lab, Lima, Perú   04/2020 - 10/2021
- Managed two qualitative research projects designed to understand key psychological drivers of poor financial behavior for over 13 million banking clients in Peru
- Conducted behavioral research, funded by the World Bank, aimed to improve early childhood policies in Peru and Brazil; aiding over 170K and 900K families living under poverty, during the COVID-19 pandemic
- Co-designed a digital behavioral intervention, funded by the Inter American Development Bank (IDB) for $30K, aimed to increase trust in the Peruvian banking industry

SPECIALIZED SKILLS

- **Statistical Analysis:** t-test, ANOVA, Regression (simple, multiple, logistic), factor analysis
- **Experiment design:** RCTs, ITS, DID, IV, RD, power analysis
- **Survey Design**: question construction (validity, reliability), sampling (simple, stratified, clustered)
- **Qualitative Methods:** In-Depth Interviews, Focus Groups, Usability Testing
- **Coding:** Python (numpy, pandas, polars, scikit-learn, dask), R (tidyverse, caret), SQL
- **Software:** SPSS, Excel, Qualtrics, Survey Monkey, Maze, Figma, Wix
- **Marketing tools:** Google Marketing Platform (Ads, Analytics, Tag Manager), Facebook Ads
- **Cloud:** Google Cloud Platform (Big Query), Salesforce (CRM Analytics), Docker, Snowflake, Heroku