

# Paula Iazmín PEREDA SUÁREZ

## Economist

[paulapereda.com](https://paulapereda.com) [github.com/paulapereda](https://github.com/paulapereda)  
[paaupereda@gmail.com](mailto:paaupereda@gmail.com)

Montevideo, Uruguay

## EDUCATION

- Present **MSc in Economics (all credits completed, thesis in progress — expected completion 2026)**, Universidad de Montevideo
- 2018 **BSc in Economics**, Universidad de la República

## EMPLOYMENT HISTORY

**Present**  
**March 2026** | **Lecturer – Market Research, UNIVERSIDAD DE MONTEVIDEO, Uruguay**

- › Design and delivery of an applied market research methodology course : problem formulation, study design, data collection and analysis, and interpretation of results, with emphasis on methodological rigor and regional market cases.

Teaching

**December 2025** | **Coordinator supporting the design of the National Evaluation Unit for Science, Technology and Innovation – Uruguay, URUGUAY INNOVA, Montevideo**

**June 2025**

- › Design and coordination of the evaluation, monitoring and information systems strategy in STI, articulating the main agencies of the innovation ecosystem in Uruguay.
- › Lead the design of evaluation frameworks and data dashboards for STI programmes, integrating information from multiple institutions to inform decision-making.

R Data Analysis Public Policy Monitoring Public Policy Evaluation

**June 2025** | **Consultant (fixed-term contract) : Analysis of the situation of children based on the 2023 Census, UNICEF, UNICEF URUGUAY, Remote, Montevideo**

**March 2025**

- › Design of an analysis plan focused on child rights and disaggregated by gender, territory, ethnic-racial background, migration status and disability.
- › Analysis of the 2023 Census microdata to characterize the situation of children and adolescents in Uruguay.
- › Preparation of a technical report by department, together with the development of departmental web pages in *scrollytelling* format (interactive visualization technique that allows incorporating dynamic narratives through scrolling, progressively revealing text, images, charts, etc. as the user does *scroll*).

R Data Analysis Public Policy Child Rights Population Censuses Git Data Visualization

**March 2025** | **Leading Research Assistant, Mali, Niger, Rwanda and South Sudan, Resilience Learning : Impact Evaluation Peer-Reviewed Paper, DIME, WORLD BANK, Washington, D.C.**

**June 2024**

- › Responsibilities include the same tasks as in my previous role as a Research Assistant for the South Sudan project, including data cleaning, indicator creation, impact modeling, data visualization, reproducible documentation, database management, literature reviews, and the preparation of academic papers.
- › Estimation of meta-analysis models (Inverse-Variance-Weighted Average, Weighted Sum of Averages, and Weighted Sum of Z-Scores).
- › Creation of figures required for the academic article.
- › Responsible for and supervised two research assistants, delegating data cleaning tasks, geo-referenced analysis, and ensuring the replicability of the generated code for each country.
- › The article is to be submitted to *Science*.

R Stata Economy Public Policy Database Data Analysis Data Cleaning git Shiny GIS Impact Evaluation

April 2024	<b>Research Assistant, South Sudan, Resilience Learning : Impact Evaluation, DIME, WORLD BANK, Remote, Washington, D.C.</b>
June 2023	<ul style="list-style-type: none"> <li>&gt; Cleaning of large primary data sets. Creation of indicators required for impact evaluation.</li> <li>&gt; Modeling for program impact evaluation.</li> <li>&gt; Data visualization of program evaluation results for technical and non-technical audiences.</li> <li>&gt; Documentation of reproducible code for data cleaning, descriptive statistics, regression analysis, data visualization, and any other analysis as per project needs; documentation of all data work in the project's GitHub repository.</li> <li>&gt; Database management, integrating various data sources (e.g., project tracking data, local government administrative data, and household survey data). This may sometimes require programming matching algorithms, using spatial data to create linkages, performing manual matching, and liaising with field staff for additional information on specific tasks.</li> <li>&gt; Literature reviews and syntheses, contributing to developing impact assessment reports and policy briefs, and other writing and editing tasks.</li> <li>&gt; Prepare reproduction files of academic papers and related products.</li> </ul> <p>R Stata Economy Public Policy Database Data Analysis Data Cleaning git ShinyGIS Impact Evaluation</p>
May 2023	<b>Consultant Programme Associate Officer Inclusive Growth and Social Protection - Gender Team, UNDP REGIONAL HUB FOR LATIN AMERICA AND THE CARIBBEAN, Remote, Panama</b>
December 2022	<ul style="list-style-type: none"> <li>&gt; Accompanying the implementation of the strategy for mapping and georeferencing care services in selected countries.</li> <li>&gt; Development of a georeferencing tool to match the supply and demand of care services in Latin American cities, complementing administrative records and census with GoogleMaps API.</li> <li>&gt; Development of academic papers, concept notes, technical notes, and blogs to communicate data analysis results.</li> </ul> <p>R Economics Public Policy Shiny GIS</p>
November 2022	<b>Consultant for the Gender and Diversity Division, IABD, Remote, Washington DC</b>
April 2022	<ul style="list-style-type: none"> <li>&gt; Construction of datasets detailing the provision of and access to family leave policies in Latin America and the Caribbean.</li> <li>&gt; Managing large and complex databases, including household surveys, using R, to construct indicators and support rigorous analysis.</li> <li>&gt; Conducting econometric analysis to produce inputs for technical reports.</li> <li>&gt; Synthesizing literature regarding the effectiveness of family policies.</li> </ul> <p>R Economics Public Policy Database Statistical Modeling Econometrics</p>
August 2022	<b>Teaching Assistant of Econometrics I and Econometrics II (undergraduate), UNIVERSIDAD DE MONTEVIDEO, Uruguay</b>
August 2020	R Statistical modeling Econometrics
October 2021	<b>Analyst, OFICINA DE PLANEAMIENTO Y PRESUPUESTO, Uruguay</b>
August 2020	<ul style="list-style-type: none"> <li>&gt; Working in the The Committee of Experts on Social Security was created to carry out a diagnosis of the Uruguayan pension system and present recommendations for its reform to the Parliament</li> <li>&gt; Responsible for all graphic material presented by the committee</li> <li>&gt; Drafting key documents and reports (research and policy briefs)</li> </ul> <p>R ggplot2 Public Policy Statistical modeling Econometrics</p>
January 2020	<b>Consultant, FACULTAD DE CIENCIAS SOCIALES - UNIVERSIDAD DE LA REPÚBLICA, Uruguay</b>
October 2019	<ul style="list-style-type: none"> <li>&gt; Development of websites in R through Shiny with three components : report with static graphics and information about the data, interactive graphics for users and database repository.</li> </ul> <p>R Shiny ggplot2 plotly</p>
July 2020	<b>Monitoring and Evaluation Analyst, TRANSFORMA URUGUAY, Uruguay</b>
March 2018	<ul style="list-style-type: none"> <li>&gt; Dissemination on good practices on Monitoring and Evaluation of public policies</li> <li>&gt; Data processing for monitoring and decision making of government policies</li> <li>&gt; Automation of reports in Rmarkdown</li> <li>&gt; R package development for the theme brand : ggplot2, shinydashboard and Rmarkdown</li> <li>&gt; Teaching R from scratch for different government agencies and people with no programming background</li> <li>&gt; Impact Evaluation on productive programmes and policies</li> </ul> <p>R Shiny ggplot2 R Markdown Monitoring Evaluation Econometrics</p>

- Present  
December 2017

**Co-organizer, R-LADIES MONTEVIDEO, Uruguay**
  - > R-Ladies Montevideo is part of a global organization to promote gender diversity in the R.
  - > Dictation of workshops
  
- Present  
September 2018

**Co-founder and co-organizer, GRUPO DE USUARIOS DE R EN URUGUAY (GURU::MVD), Uruguay**
  - > The group's objective is to have a space for exchange between users and people interested in R at any level, where experiences and challenges can be shared, and they can contribute to the development of the R community in Uruguay in a friendly environment.

## SKILLS

---

### Tools

- > **git** (advanced)
- > **LaTeX** (advanced)
- > **GIS** (medium)
- > **python** (advanced)
- > **R** (advanced)
- > **SQL** (advanced)
- > **Stata** (advanced)

### Other courses

- > **Effective Child Development Policies (49 hours)**, IADB - edX (2017)
- > **Summer School in Economics**, Institute for Research in Market Imperfections and Public Policy (Universidad de Chile) (2018)
- > **Training in Impact Evaluation**, J-PAL
- > **Evaluation and Change. Peer Learning Cycle on Policy and Program Evaluation**, CLEAR-LAC (2019)
- > **Latin American Conference on the Use of R in Research + Development**, Attendance Grant, Chile (2019)
- > **Latin American Conference on the Use of R in Research + Development**, (2019 - 2025)
- > **Reproducible Research Fundamentals**, World Bank, Washington D.C. (2023)

## LANGUAGES

---

- |         |                                     |                                     |                                     |                                     |                                     |
|---------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Spanish | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| English | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| French  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            |

## PROJECTS

---

## TAYLOR (FT. PYTHON) : THE LIFE OF A NERD GIRL

2025

<https://paulapereda.com/2025/10/07/taylor-ft-python-the-life-of-a-nerd-girl/>

I developed taylor (ft. Python) : The Life of a Nerd Girl, an analytics project on Taylor Swift's full discography (244 songs, 12 albums), combining web scraping, natural language processing and deep learning models to build emotional evolution maps, artistic trajectories, and narrative archetypes for each era. I implemented custom Python classes for sentiment analysis, semantic embeddings and albums' "emotional fingerprints," and designed visualizations that translate complex metrics (speed and acceleration of artistic change, emotional entropy and range, emotional transition matrices) into insights that are accessible to non-technical audiences.

scraping NLP data

## FASHION DATA : IS BROWN – IN ALL ITS SHADES – REALLY THE COLOR OF THE SEASON ?

2025

<https://paulapereda.com/2025/05/04/datos-que-sean-de-moda-es-realmente-el-marron-en-todas-sus-tonalidades-el-color-de-la-ter>

I designed and implemented an end-to-end data pipeline to analyze fashion trends using product data from Moweeek, Uruguay's fashion week. The project combines large-scale web scraping (JSON-LD metadata), data cleaning and standardization (brand, price, color, size, sustainability), and image processing with computer vision (YOLO + SAM) to segment garments and detect dominant colors, patterns, and textures. The resulting structured dataset and image repository allow me to quantify trends such as the rise of warm neutrals (beige, camel, chocolate brown) across clothing, bags, and shoes, and to translate these insights into accessible data stories for a non-technical audience.

scraping k-means clustering image processing data

## DATA BUT MAKE IT FASHION

2023

<https://github.com/paulapereda/AnalyzingMoweeekTrendsSummer>

Extraction of images and data through scraping of the Uruguay Fashion Week to predict trends, with special emphasis on k-means clustering to obtain trend colors from the images. The paper was accepted for presentation at the LatinR conference (Latin American Conference on the Use of R in Research and Development).

scraping k-means clustering image processing data

## CARE GEOREFERENCING TOOL

2022

<https://paulapereda.com/portfolio/>

It combines traditional urban (GIS) and gender analysis approaches with innovative methodologies based on scraping (Google Places API), data mining, and collaborative mapping, which provide valuable information in data-scarce scenarios.

R GIS maps API

## TAYLOR

2017

<https://paulapereda.com/2021/01/07/taylor-alisis-de-texto-sobre-la-discografia-de-taylor-swift-en-r/>

Text analysis (web scraping, sentiment analysis and visualization) of Taylor Swift's discography in R

R text mining sentiment analysis