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Senior Data Engineer

Barcelona-based Senior Data Analyst (**8+ years**) focused on turning complex data into actionable insights. My technical background covers the full stack, including **SQL, BigQuery, Looker, and Python** for ETL, and **PowerBI/Tableau** for visualization. I am passionate about using data and emerging AI technologies to solve critical business challenges and optimize decision-making. Formerly led large-scale BI projects and A/B testing at HP and Visiolink.

Work Experience

- 2025 – 2026 - **Senior Data Engineer, Payhawk, B2B SaaS**
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- Manage end-to-end data pipelines and transformations using **dbt and BigQuery**, optimizing queries for performance and cost-efficiency. Manage dependencies across 100+ tables, ensuring downstream reports. Requirement meetings with account executives and leadership.
- 2023 – 2025 - **Senior Scan Analyst, HP (1 year and 5 months)**
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- Architected and implemented robust **data models in Redshift using SQL and LookML** for global scan data, enabling new types of user behavior analysis.
 - Partnered with 'document and scan' program managers to deliver key insights and build interactive dashboards (**Looker/PowerBI**).
 - Analyzed large user behavior datasets to identify friction points, improving long-term retention and engagement.
- 2022 – 2023 - **Data Analyst, HP (1 year and 6 months)**
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- I conducted deep-dive **funnel analysis** to uncover user journey friction points. **Led A/B testing** to directly improve activation rate.
 - Worked closely with market managers, delivering dashboards and setting up data funnels locating underperforming markets and associated problems.
 - **Led internal training sessions** on AI tools and advanced LookML techniques, empowering the team.
- 2020 – 2022 - **Analytics Lead, Visiolink (2 years and 3 months)**
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- **Led the Analytics department:** defined the technical roadmap, prioritized analytics tasks using Jira, and oversaw the expansion of MySQL databases and tracking capabilities.
 - Meetings with customers to understand requirements and goals, **design dashboards and data flows to fit needs**. Often built in Data Studio, PowerBI and Tableau.
 - Making specifications for custom 3. party solutions and various tracking SDK implementations.
 - Conduct data **workshops and consultancy**.
- 2018 – 2020 - **Analytics Consultant, Visiolink (1 year and 8 months)**
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- Designed, built, and automated reporting infrastructure using **R, SQL**, delivering monthly reports to 400+ clients, and automated presentations, **resulting in 100+ hours saved weekly in reporting**.
 - Data collection, structuring, data storage and visualization in tools such as: **Google Analytics, Data Studio, MySQL, PowerBI, Tag Manager and RStudio**.
 - Developed and set up dashboard walls driven by Linux and HTML to display organizational metrics.
- 2016 – 2019 - **Exchange Mentor + Voluntary Mentor, BSS International + Aarhus University**
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- Planning and execution of events, responsibility and mentoring of a group.
 - I was working as a mentor for students from 2. semester at BSS.
 - Coming from a non-academic family myself, this job gave me the opportunity to help and guide students with the same background as myself to better choose their academic path.

Education

2017 - 2019

- **MSc Business Intelligence (Data Analytics), Aarhus University**



- Key Coursework:
 - Business Forecasting, R/SQL for Analytics.
 - Text Analytics/Social Network Analysis.
 - Data Mining (Python), Data Warehousing.

2016 – 2016

- **BSc Economics and Business Administration, NTU, Singapore**



- Focus on:
 - International Finance.
 - Communications Strategies.

2014 – 2017

- **BSc Economics and Business Administration, Aarhus University**

- Thesis: 'Analysis of consumer behavior in relation to autonomous vehicles' (Grade: A).
 - Applied data analysis skills to a practical problem merging interests in new technology and consumer behavior.

IT Competences

Programming & Databases:

- Languages: Python, R, LookML
- Databases: SQL (PostgreSQL, MySQL),
- Data Warehousing: Redshift, BigQuery, Snowflake

BI & Visualization:

- Power BI, Tableau, Looker, Google Data Studio

Python Libraries:

- Core Data Science: Pandas, NumPy, Scikit-learn
- Visualization: Matplotlib, Seaborn, Plotly
- Machine Learning: TensorFlow, PyTorch, Keras
- NLP: spaCy, HuggingFace

Cloud Platforms & MLOps:

- Cloud: AWS, Azure, Google Cloud (GCP), BigQuery
- MLOps: Docker, Jenkins, dbt
- Other: Jira, Google Analytics, Google Tag Manager

Personal Project

Smart Home System:

- **Built and operate a home automation setup** on Raspberry Pi/Home Assistant, **integrating and automating 130+ entities**. Currently developing natural language control using a **locally hosted LLM** (via Ollama) integrated with Home Assistant's Assist pipeline, prioritizing local processing for privacy and responsiveness.
- Developed and currently run www.SQLMasters.eu for SQL training and to stay sharp.

Language Competences

FLUENT: Danish and English

INTERMEDIATE: Spanish, German, Norwegian and Swedish

Personal Interests

I love to take my motorcycle for a ride to Montserrat or other mountains and I also regularly play badminton.

In addition, I have a big interest in IT and AI trends, new technologies and home automation.

Let's talk over a VR table tennis match!