

## Contactar

Bosc de Can Maiol 25  
633568397 (Mobile)  
oriolcorella98@gmail.com

www.linkedin.com/in/  
urimartincorella (LinkedIn)

## Aptitudes principales

Data Science  
Dynamic SQL  
Figma (Software)

## Languages

Inglés (Full Professional)  
Español (Native or Bilingual)  
Catalán (Native or Bilingual)

## Certifications

Python A to Z (55h)  
Inferential Statistics for Machine Learning and Big Data with Python (57h)  
Descriptive Statistics (42h)  
Agile Practitioner  
Probability for Machine Learning and Big Data with Python (45h)

## Honors-Awards

Premio a mejor Evaluación estadística y psicométrica del test BADyG/i.

# Uri Martín Corella

Product Data Analyst | Software Developer | Psychologist  
Barcelona, Cataluña, España

## Extracto

Psychology Graduate with Honors | Software Developer | Product Data Analyst

I'm passionate about understanding human behavior through data. My journey into data analysis began with psychology, where I explored how quantitative methods can provide insights into motivation and decision-making in a real work environment. My Bachelor's Thesis, "Predicting Workplace Motivation Levels Using Linear Regression - A Self-Determination Theory Approach," was my first deep dive into applying data analysis/science techniques to behavioral data.

Currently, I'm exploring how data analytics and behavioral insights can drive better decision-making in digital products, UX/UI and experiences, or how they can contribute to a better society. I've been developing my skills in Python, SQL, and statistics to combine my three passions: psychology, software, and data.

When I'm not working, you'll find me enjoying sports, listening to music, or chilling with my family (and Netflix, of course!). I'm the kind of person who always has a smile on their face and loves a good laugh!

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## Experiencia

eDreams ODIGEO  
Product Data Analyst  
abril de 2025 - Present (1 año 1 mes)

Experiments & Insights Team - Customer Experience Vertical

Focused on A/B test analysis, GA4 tracking definition, and exploratory analysis to support product decisions.

Projects I led:

- CX Gemini: Built an AI co-pilot for the CX AB Template-an automated sheet connected to BigQuery that computes all A/B KPIs for CX, and also delivered the same workflow for Microstrategy Extractions, used across other verticals. Apps Script sends AB data to Vertex AI (Gemini) gets the response and transforms the output to HTML, reducing time-to-insight to seconds and making narratives consistent.
- Paired Test: Developed a self-service tool (Sheets + Python on Cloud Functions) for quasi-experimental pre/post analysis. Automatically validates pairing, runs normality tests (Shapiro-Wilk), selects the correct test (Paired t vs. Wilcoxon), and outputs ready-to-share reports.
- Event Tracking - Search & Governance: Built a React/JavaScript internal web MVP proposing a move from scattered Google Docs to governed event tables in BigQuery with creation/editing through the app (faster search, ownership, and consistency). In parallel, delivered a Vertex AI Search MVP (native-app post-booking scope) and outlined a long-term architecture around BigQuery Search + optional AI.
- CX Exploratory Tool (Self-Service Dynamic SQL): Architected a Google Sheets application to democratize ad-hoc analysis (Contact Rates/Ratios, Event Counts, Booking Lists). Built on MVC pattern using Apps Script to generate optimized Dynamic SQL sent to BigQuery, reducing data team dependency for ~80% of recurring exploratory requests.
- Tracking Digitalization: JavaScript to parse years of unstructured tracking docs into a structured BigQuery dataset. Transformed static text into queryable data, serving as a key AI enabler for semantic search and centralized governance.

BigQuery, Looker, GSheets, Python, A/B, Vertex AI, Statistics, Event Tracking, JS, HTML, React, Streamlit.

**Gatoli**

Product Manager & UI Developer

septiembre de 2025 - Present (8 meses)

Barcelona, Cataluña, España

C#, Figma, Unity

## DRACMA 3D SL

Unity Developer & Data Analyst

febrero de 2024 - abril de 2025 (1 año 3 meses)

Barcelona, Cataluña, España

Startup

Developed augmented reality (AR) industrial applications and serious games using Unity, C#, and Vuforia. Python and PostgreSQL for data processing, analysis, and generating insights from user interaction data.

Designed and managed backend systems using PHP and SQL, including user authentication, data storage, and integration with third-party services like Salesforce and Zapier.

Created and maintained SQL databases to store and analyze user data, tracking engagement, feature usage, and sales performance.

Developed custom CMS tools for app owners to manage content and user data, enabling dynamic updates and personalized experiences.

Implemented data collection systems to track user behavior, generating reports to guide decision-making and improve application performance.

Power BI for reporting, providing actionable insights to stakeholders for optimizing user experience and business outcomes.

Technologies Used: Unity, C#, SQL, Python, Power BI, Excel, Vuforia, ARFoundation, PHP, Firebase REST API, Autodesk Maya, UnityGLTF, Zapier, Salesforce.

## SEAT, S.A.

Unreal Programmer VR/AR/MR - Internship

octubre de 2023 - febrero de 2024 (5 meses)

VR/AR/MR Interactive applications for automotive industry. Nanite and Graphic Optimization. Nvidia DLSS.

Hardware: Varjo XR-3 & HTC Vive Pro.

Unreal Engine 5.3 C++

## Giiku Games GmbH

Playtester

octubre de 2023 - febrero de 2024 (5 meses)

Barcelona, Cataluña, España

GeeksHubs { }

Technical Talent Acquisition Specialist

mayo de 2021 - septiembre de 2022 (1 año 5 meses)

Innovamat

Technical Talent Acquisition Specialist - Internship

octubre de 2020 - mayo de 2021 (8 meses)

Startup

BeUpFlow

Quantitative Psychology Researcher - Internship

septiembre de 2019 - enero de 2020 (5 meses)

Startup

MST HOLDING

Call Center Agent

abril de 2017 - septiembre de 2019 (2 años 6 meses)

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## Educación

Centre de la Imatge i la Tecnologia Multimèdia | CITM (UPC)

Bachelor's degree in Computer Science and Video Game

Development · (septiembre de 2021 - junio de 2025)

Universitat Oberta de Catalunya

Bachelor's degree in Applied Data Science · (septiembre de 2019 - junio de 2020)

Universitat Autònoma de Barcelona

Psychology, Extraordinary Award · (septiembre de 2017 - junio de 2021)