JUAN ROBERTO

Juan Roberto manages and enhances IMI's digital infrastructure, combining technical development, media production, and data analysis to support effective research communication.

With over seven years of experience in web development, digital communications, and user experience evaluation, Juan Roberto leads the planning, design, and optimization of IMI's web platforms. His contributions are central to ensuring the accessibility, usability and effectiveness of IMI's online presence.

Juan has completed training in front-end web development (Hong Kong University of Science and Technology), methods and statistics in the social sciences (University of Amsterdam), and data science modules (Johns Hopkins University). His education supports a data-informed, user-centred approach to digital engagement and operational design.

CAREER HISTORY
Relevant Highlights

2018 - Present   **Operations and Digital Media Analyst** | *Institute for Methods Innovation*

- Internal and external project communication.
- Web development and design.
- Media production: graphic design, audio, and video production.
- System deliveries planning.
- Maintain and improve websites (visually and functionally) using HTML5, CSS3 and JavaScript keeping in mind the principles of e-commerce and design.
- Develop, implement, and evaluate e-commerce strategies using Google360 and other useful tools for this purpose.
- Collect engagement and conversion data from all technology assets to analyze and make improvements.
- Perform tests in the system in the web app, websites, and applications to improve usability and find bugs.
- Ensure changes, fixes and computer objectives are implemented.
- Assist marketing associates in creating, managing, updating, and using digital media.
- Perform keyword analysis and implement its results on the websites.

2015 – 2018   **Digital Innovator** | *Galería de Arte Jorge Becerra (Colombia)*

- Developed the gallery's marketing channels by creating an e-store (in WordPress using WooCommerce).
- Developed and maintained the digital marketing channels of the Art Gallery (including management and creation of advertising and digital content).
- Helped the gallery to focus on its target market.

- Trained artists in digital marketing tools and project design to help them promote their work.

2014   **Translator |** *Colombian National Maritime Authority (DIMAR)*

- Worked at the Strategic Communications Department.
- Managed and translated the institutional contents of the English version of the web portal, advertising, and disclosure material, official and technical documents.
- Supported content management of the web portal.

2011 – 2012   **Research Group Coordinator |** *Universidad Nacional de Colombia*

- Performed administrative tasks such as the acquisition of goods and services, basic accounting, and reporting.
- Coordinated academic activities such as seminars, conferences, and courses.
- Kept the group website up to date.
- Helped review the English grammar and style of research articles for international journals and conference presentations.

2008   **Market Research Intern |** *SL Research*

- Supported the agency's projects theoretically and methodologically.
- Established the base to start developing digital marketing projects using available social networks. Internal and external project communication.

EDUCATION

2020   **Front-End Web Development with React, Computer Programming**

The Hong Kong University of Science and Technology

Course

2017 – 2018   **Methods and Statistics in Social Sciences, Behavioral Sciences**

Universiteit van Amsterdam

Specialization

2018   **Exploratory Data Analysis, Data Science**

John Hopkins University

Course

2018	**R programming, Data Science**
	John Hopkins University
	Course
2017 - 2018	**Getting and Cleaning Data, Data Science**
	John Hopkins University
	Course

GRANT-FUNDED PROJECTS

ATLIC: Atlantic InnoBlue Communities

Interreg Atlantic Area | Co-funded by the European Union

Budget: €3,500,000 | www.atlic.eu

Hypop: HYdrOgen Public OPiniOn and acceptance

European Commission Horizon2020 Innovation Action (2023-)

Budget: €1,062,755

GlobalSCAPE: Global Science Communication and Perception

European Commission Horizon2020 Research and Innovation (2021-2023)

Budget: €1,199,937 | www.global-scape.eu

Project Ô: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water

European Commission Horizon2020 Innovation (2018-2022)

Budget: €10,569,305 | www.eu-project-o.eu

RRING: Responsible Research and Innovation Networking Globally

European Commission Horizon2020 Research and Innovation (2018–2021)

Budget: ~€3 million | www.rring.eu

GRRIP: Grounding RRI [responsible research and innovation] Practices in Research Performing Organisations

European Commission Horizon2020 Coordination and Support Action (2018-2022)

Budget: ~€1.4 million | www.grrip.eu

MUSICA: Multiple Use of Space for Island Clean Autonomy

European Commission Horizon2020 Research and Innovation Action (2020–2024)

Budget: ~€9 million | www.musica-project.eu

SpaceEU: Fostering a young, creative and inclusive European Space Community

European Commission Horizon2020 R&I Framework Programme (2018–2020)

Budget: €993,883 | www.space-eu.org

TECHNICAL SKILLS

Webdesign: WordPress, HTML, CSS, PHP, Java

LANGUAGES

Native Spanish

English Proficiency