

Laia Gonzalez Call

Data Analyst & AI - UX Designer



EXPERIENCE

Consultant of Data Analytics & AI KPMG

Nov 2025 - Present - Barcelona

Consultant in KPMG's Data Analytics & AI practice, supporting organizations in their digital and analytical transformation journeys. Skilled in advanced analytics, predictive modeling, and AI adoption frameworks, with a track record of delivering end-to-end projects from problem definition through to deployment and change management.

Structural BIM Engineering Dubois Consultants

May 2023 - Nov 2025 - Kansas City, USA

- Built a 10-year historical dataset in Excel to analyze sheet production costs, integrating win amounts, budget allocations, and sheet counts per submittal.
- Conducted cost trend analysis to define a data-backed methodology for forecasting and standardizing sheet pricing in future projects.
- Applied data-driven, user-centered problem solving to optimize BIM workflows. Developed BIM models and automated processes (Revit + Dynamo).

UX/UI KMOS TV Programming and Communications KMOS TV

Aug 2019 - Aug 2021 - Warrensburg, USA

- Built interactive dashboards in Power BI for internal reporting, improving data access for non-technical teams.
- Redesigned the KMOS website to enhance navigation, streamline usability, and apply user-centered design principles.

EDUCATION

Master's Degree in Big Data Analytics and Information Tech University of Central Missouri

2021 - 2022

Post Graduate Program in User Experience Design University of Texas

2024

Bachelor of Engineering Design Technology University of Central Missouri

2017 - 2021

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Barcelona

Software

Microsoft Azure · Power BI · Apache Spark
· Jupyter Notebook · HTML · CSS · Python ·
Figma · FigJam · Revit · AutoCAD ·
MicroStation

Technical

Python (Pandas, NumPy) · PySpark · ETL ·
User Interviews · User Testing ·
Information Architecture · A/B Testing ·
Competitor Analysis · Design Strategy

Soft Skills

Collaboration · Critical Thinking · Problem
Solving · Accessibility · User Empathy

Languages

Spanish (native)
Catalan (native)
English (professional)

Social

www.laiagc.com

www.linkedin.com/in/laia-gonzalezcall

Athletic Achievements

NCAA Track and Field Scholarship
Recipient (2017-2021)
Awarded a full athletic scholarship to
compete in NCAA Division II Track and
Field at University of Central Missouri.