

Paula Vásquez-Henríquez

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Academic leader and PhD researcher in Artificial Intelligence, with industry experience as a data scientist at companies including Uber and Cornershop. Currently Subdirector of the Computer Science and Technological Innovation Engineering program at Universidad del Desarrollo and first-year PhD candidate in the joint AI doctoral program of the CRUCH Biobío-Ñuble universities consortium (UdeC, UBB, UTFSM, UCSC). Research interests center on AI in education — particularly student–AI interaction patterns and their implications for learning outcomes and educational equity.

Education

Consorcio de Universidades CRUCH Biobío-Ñuble (UdeC, UBB, UTFSM, UCSC), PhD in Artificial Intelligence (<i>internal scholarship</i>)	2026 – present
Universidad del Desarrollo, Diploma in Higher Education Teaching	2020 – 2021
Universidad del Desarrollo, Master of Science in Engineering	2018 – 2020
Universidad del Desarrollo, Industrial Engineering	2012 – 2017

Research Interests

- AI in education: student–AI interaction patterns, learning outcomes, and educational equity
- Experimental design and causal analysis applied to digital learning environments
- Use of large language models and generative AI in undergraduate engineering education

Academic Experience

Subdirector of the Ingeniería Civil Informática e Innovación Tecnológica program, Universidad del Desarrollo	January 2026 – present
<ul style="list-style-type: none">• Provide academic leadership by coordinating curriculum planning, course scheduling, and student progression for the undergraduate program• Support students and faculty through academic advising, policy implementation, and continuous improvement of teaching and learning processes	
Academic Coordinator, Universidad del Desarrollo	June 2025 – December 2025
<ul style="list-style-type: none">• Managed the Computer Science program operations, including student affairs, curriculum coordination, and faculty management• Oversaw academic standards and student progression while acting as interim program director	
Visiting Lecturer, Universidad del Desarrollo	August 2019 – present
<ul style="list-style-type: none">• Teach core computer science and data analysis courses including Introduction to Programming, Database Systems, Information Technology for Management, Data Visualization, Business Intelligence, and Data-Driven Decision Making• Deliver courses across undergraduate programs (Industrial Engineering, Computer Science) and graduate programs (Master’s in Data Science, Master’s in Business Technology)• Design course content that combines technical skills with practical business applications	
Teaching Assistant, Universidad del Desarrollo	March 2013 – December 2018
<ul style="list-style-type: none">• Provided academic support across diverse technical subjects including Information Technology, Statistics, Probability, Chemistry, Thermodynamics, and Stochastic Models• Led weekly review sessions and designed assessments to reinforce core concepts and evaluate student progress	
Teaching Assistant, Pontificia Universidad Católica de Chile	April 2018 – August 2018
<ul style="list-style-type: none">• Provided academic support for graduate-level Data Mining with Python course in the Master’s in Statistics program	

Research Intern, Telefónica Research and Development

March 2018 – August 2018

- Adapted a Multilevel Regression with Post-stratification implementation to Chilean data, evaluating applicability to mobile and open public data sources (CASEN Survey, Origin–Destination Survey)

Industry Experience

Senior Data Scientist, X-Consulting

January 2025 – present

- Deliver data science consulting from problem framing to solution deployment for clients across multiple industries
- Prepare and manage project proposals and tender applications to secure new business opportunities

Data Scientist, Uber

May 2023 – August 2024

- Conducted large-scale user experiments and data analysis to identify growth opportunities in the Uber Eats grocery segment
- Partnered with product teams and machine learning engineers to enhance user personalization and ranking models

Business Intelligence Engineer, Cornershop

July 2020 – May 2023

- Led deep data analysis to uncover insights driving product growth; leveraged data to optimize product features, track key performance metrics, and identify user behavior trends

Data Scientist, Banco de Crédito e Inversiones

January 2019 – July 2020

- Built customer segmentation models using financial data to assess client health and risk profiles
- Analyzed sales team visit patterns to optimize client engagement strategies for SME clients
- Created automated text analysis systems to classify customer emails and extract satisfaction insights

Awards and Honors

Third Place, Built with Opus 4.7 Hackathon, Anthropic

April 2026

Teaching Excellence Award, Universidad del Desarrollo

2023

Ernst Mach Grant, OeAD (Austrian Agency for Education and Internationalisation)

2014

Publications

Tweets on the Go: Gender Differences in Transport Perception and Its Discussion on Social Media

July 2020

Paula Vásquez-Henríquez, Eduardo Graells-Garrido, Diego Caro

Sustainability 2020, 12, 5405.

<https://doi.org/10.3390/su12135405>

Characterizing Transport Perception using Social Media: Differences in Mode and Gender

June 2019

Paula Vásquez-Henríquez, Eduardo Graells-Garrido, Diego Caro

In Proceedings of the 10th ACM Conference on Web Science (WebSci '19). 295–299.

<https://doi.org/10.1145/3292522.3326036>

Conference Presentations

Characterizing Transportation using Social Media: Differences in Mode and Gender

July 2019

11th ACM Conference on Web Science, Boston, MA, United States

Gender Differences in Transport Perception: Evidence from Social Media

January 2019

NetSciX 2019, Santiago, Chile

Tell Me Which Emoji You Use and I'll Tell You How You Feel: Public Perception Analysis through Emojis

November 2018

StarsConf 2018, Santiago, Chile

Women in Movement: Analysis of Women's Transport Perception through Social Media Discourse	October 2018
National Urban Planning Conference, Santiago, Chile	
Mochi: Subjective Travel Experience through Psycholinguistics and Emojis	October 2018
UrbanBeers 2.0, Santiago, Chile	

Invited Presentations

Gender Differences in Transport Perception: Evidence from Social Media	January 2019
Transport GenderLab Seminar, Inter-American Development Bank, Washington D.C., United States	

Poster Presentations

Characterizing Transportation using Social Media: Differences in Mode and Gender	July 2019
NetMob 2019, Oxford, United Kingdom	