Macarena Zappe

Data-driven experiences
for social impact

Hello! I'm a data consultant specializing in social data, visualizations and dashboards for international organizations, NGOs, and agencies. I bring together data, design, and technology to generate insights that inform public policy and drive social development. My work combines technical expertise with strategic thinking to make complex information accessible and actionable.

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Tools

Figma

Google Big Query

HTML, CSS

D3.js

Power BI

Looker

Tableau

Work experience

Data Visualization Specialist	Global Data Barometer	Sep 2024 - until now

- Led the design of the online platform for the Global Data Barometer, including the overall visualization system.
- Created interactive prototypes in Figma and coordinated implementation with a developer agency.
- Designed and developed interactive data visualizations, dashboards, and tools for partners and researchers.
- Contributed to key reports and policy briefs with data-driven insights.

Team Lead - Data Visualization Tower	Accenture	Jan 2022 - Mar 2025

- Team Lead in Accenture's Global Data Visualizations department in charge of Senior Developers and SSRs.
- Collaborated with stakeholders, UX/UI, Storytelling, and Business teams to deliver integrated and user-oriented dashboards.

Data Visualization External Consultant	SocioPúblico Agency	Dec 2021 - Aug 2024

- Development of data visualizations and Data Hubs for international organizations and universities such as UN Women, Save the Children, Migrants Rights and BID using Figma, Javascript, Power Bi, and Flourish.
+ Save the Children - Child Atlas Data Hub
+ Global Data Barometer: Flourish charts for some articles.
+ Un Women - Virtual platform for legislation on women's autonomy

Gender Data Analyst	Government of Buenos Aires	Jan 2018 - Dec 2021

- Interactive Care Urban Map. First Latin American care map. Layout, design of the functionalities and standardization of the registry bases.
- Data collection and maintenance of the government's Gender Indicators system.
- Articulated work with statistical experts from UNDP and UN Women in the development of gender indicators.
- Development of the Covid-19 and gender indicators portal in collaboration with UN Women.

Education

Certifications

UX/UI Design - Digital House   Full Stack Developer - Digital House   Learn D3.JS - Udemy

UI Design Patterns - Information Design Foundation

Degrees

Posgraduate Degree in Big Data and Territorial Intelligence Flacso.

Graduate Degree in Political Science University of Buenos Aires.

Awards

"Matrimonio Igualitario", a data scrolling story. Javascript development using next.js and D3.js. Longlisted in Information is Beautiful Awards.