CONTACT

monica.cholico@nytimes.com

monicacholico.github.io

linkedin.com/in/monicalcholico

SKILLS

Data & Visualization
D3.js, Canvas API, SVG, Scrollama, TopoJSON, GeoJSON, Python, R, Data Analysis

Web Development
HTML5, CSS3, JavaScript ES6, React, Three.js, GLSL, GSAP, Ruby, Astro

Design & Tools
Adobe Creative Suite, Figma, Git, WordPress, SEO, JSON-LD, Agile

Communication
Bilingual (English / Spanish), Explanatory Writing, Information Design

EDUCATION

2026 (IN PROGRESS)
Modern Journalism
NYU & Rolling Stone

2025
Statistics & Probability for Data Analysis
UNAM Faculty of Sciences

2023
UX Principles
UC San Diego

2018
Full Stack Web Development
Codeup

2009 – 2011
Master Studies, Gender, Social & Policy
PRIGEPP FLACSO, Argentina

1996 – 2001
Bachelor's Degree, Law
University of Guadalajara

PORTFOLIO

monicacholico.github.io

planeta-mujer.org

feel-like-dancing.com/blog

Monica Cholico

Creative Developer & Visual Storyteller

EXPERIENCE

The New York Times   2021 – Present
Front-End Software Engineer
– Build interactive, content-driven single-page applications and high-performance advertising templates for NYT's digital platforms
– Collaborate with editorial, UI/UX designers, product teams, and backend developers to deliver engaging web experiences
– Engineer modular, extensible interactive features ensuring seamless cross-browser performance

Planeta Mujer — Data Visualization & Interactive Journalism   2025 – Present
Creator & Developer — planeta-mujer.org
– Conceive, report, and develop data-driven visual stories on gender, policy, and human rights
– Built "50 Million," a scroll-driven data narrative on modern slavery: 10,000 HTML Canvas particles animate across country shapes via D3 force simulation, with Scrollama-driven narration contextualizing 50M victims against historical and demographic scales
– Created an interactive scrollytelling world map of World Bank WBL gender equality scores using D3.js, TopoJSON, and Scrollama with regional zoom across 190 countries
– Designed an SVG hourglass visualization comparing gendered time use (paid work, unpaid work, leisure) across 30 OECD countries
– Built an interactive D3 sunburst taxonomy of feminist thought — from liberal to intersectional — with drill-down navigation into key authors and works
– Implemented SEO, structured data (JSON-LD), Open Graph tags, and analytics across the platform

Feel Like Dancing   2014 – 2026
Web Developer, Entrepreneur & Writer — feel-like-dancing.com
– Founded and engineered a high-traffic WordPress platform for ballet dancers in Mexico, managing the end-to-end lifecycle from technical architecture to content publication
– Authored 140+ bilingual (Spanish/English) explanatory articles covering ballet technique, anatomy, history, dancer profiles, and cultural analysis for a niche national audience
– Utilized SEO and data-driven marketing strategies to expand a local niche into a national digital publication
– Analyzed user engagement metrics to iterate on content strategy and interface design

USAA   2019 – 2021
Front-End Software Engineer
– Created and maintained front-end applications, building a library of reusable JS components in a fast-paced Agile environment
– Maintained storefront web pages with HTML, CSS, and Vanilla JS, utilizing a CMS and GitLab

Brokerage Engine   2018 – 2019
Developer — Tier 1 Support
– Augmented existing features with Ruby on Rails (back-end) and React/GraphQL (front-end) for a SaaS company; utilized PostgreSQL, Docker, and Linux

Planeta Mujer — Original Platform   2011 – 2017
Founder, Web Developer & Curriculum Designer
– Founded a digital platform dedicated to gender and policy education; designed interactive curriculum and managed multimedia content to translate complex social issues for a global audience
– Designed and taught 3 online gender courses (Moodle) covering gender theory, policy, power dynamics, and intersectionality

Planned Parenthood of South Texas   2010 – 2011
Community Affairs
– Collaborative storytelling and reporting on healthcare policy; authored press releases and Op-Ed letters explaining reproductive health legislation to the public

U.S. Embassy in Mexico City / Dept. of State   2003 – 2009
Fraud Investigator & Training Designer
– Investigated visa fraud through systematic data analysis, pattern recognition, and evidence-based case building across complex international regulatory systems
– Developed explanatory training materials on fraud prevention for consular staff, making complex investigative methodologies accessible to diverse teams

SELECTED DATA VISUALIZATION PROJECTS

– **50 Million** — Scroll-driven Canvas + D3 data narrative on modern slavery (planeta-mujer.org)
– **WBL Index Map** — Interactive scrollytelling world map of gender equality scores (D3, TopoJSON, Scrollama)
– **Time Use Hourglass** — SVG comparative viz of gendered time use across 30 OECD countries
– **Feminist Theories** — Interactive D3 sunburst taxonomy of feminist thought
– **Global Fertility Rate** — Animated visualization of fertility decline since 1960 (in progress)