# Andrew Hercules
## Multidisciplinary Product and Service Designer

## PROFILE

Product and service designer with extensive industry experience across a range of sectors, including life sciences, higher education, housing, financial services, insurance, and transportation.

Skilled at working across the entire design process – from running user research and design workshops to prototyping and usability testing to generating analytics and insights reports with Python.

Advocates for a mix of user-centred, collaborative, insights-driven approaches that help organisations build products and services that meet user needs, are technically feasible and sustainable, and maximise impact while achieving key strategic objectives.

## TOOLKIT

+ Adobe Creative Cloud
+ AxureRP
+ Balsamiq
+ Sketch / Figma
+ InVision / Marvel
+ Google Analytics / Piwik
+ Optimal Workshop / UserZoom / HotJar
+ Jira / Trello / GitHub / Miro / Mural
+ HTML / CSS
+ JavaScript (Angular, React, jQuery)
+ Python / R
+ Data analysis and visualisation (pandas, numpy, plotly, pyplot, seaborn)
+ Machine learning (scikit-learn)

## CONTACT

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http://bit.ly/ah-portfolio-2021

## EXPERIENCE

### Product Design & Strategy Lead - Open Targets
*European Bioinformatics Institute*
Oct 2017 - present
• Develop and maintain an Agile product design capability within a cross-functional team responsible for supporting multiple big data research tools and services
• Create Python scripts to analyse pipeline inputs and to generate user insights with web analytics
• Prepare and deliver conference talks and interactive workshops on product and service design concepts

### Freelance Product Designer / Digital Strategist
*Self Employed*
Jun 2014 - Sep 2017
• Redesigned the internal corporate training programme for an international financial services organisation
• Developed new service touchpoints and content for the onboarding of new consultants for a direct sales company
• Provided digital strategy, branding, and content marketing strategy services to clients in the publishing, education, legal, and consulting industries

### User Experience Designer / Front-End Developer
*University of London*
Oct 2015 - Jan 2017
• Completed end-to-end product and service design projects for higher education and research organisations
• Designed and built open access publications and data repositories using Perl, JavaScript, HTML, and CSS

### Consultant - User Experience & Service Design
*Deloitte Digital*
Jun 2015 - Oct 2015
• Researched, designed, and built a proof-of-concept robo-advice platform for an insurance company
• Supported various service design projects for an internal digital transformation project for Transport for London

### Communications Coordinator / Front-End Developer
*University of Toronto*
Oct 2011 - Sep 2014
• Developed and implemented low-cost, bespoke marketing campaigns to promote departmental events
• Redesigned the event ticketing experience, resulting in a 60% increase in overal attendance over two years
• Acted as the lead user research and design consultant on a multi-year project to redevelop all departmental websites