Andrew Hercules
User Experience • Service Design • Digital Strategy

MY EXPERIENCE

User Experience Designer
European Bioinformatics Institute
Oct 2017 - present
• Develop and maintain an agile user experience research and design capability within a cross-functional team responsible for developing and maintaining multiple web-based platforms aimed at helping scientists identify and prioritise targets for new therapeutic drugs
• Create and facilitate interactive workshops and training seminars on user experience and service design concepts

Freelance User Experience / Digital Strategist
Self Employed
Jan 2017 - Sep 2017 and Jun 2014 - Apr 2015
• Worked with organisations in the financial services and direct sales industries that wanted to implement new systems to train new employees and increase engagement with consultants
• 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 a variety of user research, product/interface design, and digital strategy projects for both internal teams and external clients operating in the higher education, research, and student services industries

User Experience / Interface Design Consultant
Deloitte Digital
Jun 2015 - Oct 2015
• Conducted various user research and design activities to help clients in the transportation and insurance industries develop new products to better engage with existing customers and front-line service employees

Communications Coordinator / Front-End Developer
University of Toronto
Oct 2011 - Sep 2014
• Developed low-cost, bespoke marketing campaigns to promote more than 50 departmental events
• Acted as the lead design and research consultant on a large-scale project to redesign and redevelop a complex departmental website and transition it from static HTML and CSS to the Drupal CMS framework

MY PROFILE

User experience, service design, and digital strategy professional with more than 7 years of experience across a range of industries, including higher education and student services, pharmaceutical research, finance, insurance, and transportation.

Skilled at applying user-centred, collaborative, insights-driven approaches to help organisations create products and services for multiple devices and touch-points.

Focussed on helping organisations transform their operations with technologies that meet the needs of users, contribute to the overall organisational strategic vision, and are technically feasible and sustainable.

MY TOOLKIT

+ Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Adobe XD)
+ AxureRP
+ Balsamiq
+ Sketch
+ InVision
+ UXPin
+ Framer
+ Google Analytics / Piwik
+ HTML / CSS
+ JavaScript
+ Python
+ Ruby

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