



# Andrew Hercules

Product Design • Data Analysis • Digital Strategy

## MY PROFILE

Product design, data analysis, and digital strategy professional with more than 8 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, data- and insights-driven approaches to help organisations create products and services for multiple devices and service touch-points.

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

## MY TOOLKIT

- + Adobe Creative Cloud
- + AxureRP
- + Balsamiq
- + Sketch
- + InVision / Marvel
- + Google Analytics / Piwik
- + Optimal Workshop / UserZoom
- + Jira / Trello / GitHub
- + Scrum / Kanban / Lean / Agile
- + HTML / CSS / JavaScript
- + Python / R
- + Data analysis and visualisation (pandas, numpy, plotly, pyplot, seaborn)
- + Machine learning (scikit-learn)

## CONTACT



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<http://andrewhercules.com>

## MY EXPERIENCE

### User Experience Design Lead

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 and AI/ML-driven platforms and services
- Collaborate with bioinformaticians and engineers to design/build reusable web components and API contracts
- Create Python scripts to analyse and visualise data files, API responses, server usage data, and web analytics

### User Experience Designer / Digital Strategist

Self Employed (Freelance)

Jan 2017 - Sep 2017 and Jun 2014 - Apr 2015

- Worked with organisations in the financial services and direct sales industries that wanted to improve existing corporate training programmes and to increase engagement with new 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

- Designed and built publications and data repositories and API services using Perl, JavaScript, HTML, and CSS
- Completed user experience design projects for clients in the education, research, and student services industries

### Consultant - User Experience & Interface Design

Deloitte Digital

Jun 2015 - Oct 2015

- Transformed static mockups and user stories into an interactive AngularJS (1.x) application
- Created reusable design pattern components for mobile applications for front-line customer service staff

### Communications Coordinator / Front-End Developer

University of Toronto

Oct 2011 - Sep 2014

- Developed and implemented low-cost, bespoke marketing campaigns to promote all departmental events
- Designed and maintained multiple websites and platforms built with PHP, jQuery, HTML, and CSS
- Acted as the lead user research and design consultant on a multi-year project to redevelop all departmental websites