



# Andrew Hercules

Developer. UX Designer.  
Digital Strategist.

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## PROFILE

I am a London-based web developer, user experience (UX) researcher and designer, and digital strategist. And yes, my last name is Hercules, just like the famous Greek hero!

With a diverse and transferable skillset and a range of industry experience, I support and guide organisations that want to transform their operations with technology. Applying a user-centered, co-operative design approach, I research, design, and build solutions that meet the needs of users while streamlining and improving existing organisational practices.

## EDUCATION

## MA, Journalism & Media Studies

City University / Aarhus University | 2010

## BA, Political Science

York University | 2008

## Ongoing Training & Development

Ruby on Rails; Prototyping with Axure; UX Research Methods; Google Analytics; Web Accessibility Standards; Adobe CS6

## EXPERIENCE

## Developer and UX Researcher/Designer

University of London // Oct 2015 to present

Build institutional repositories for customers in the higher education and research sectors; Engage in user research and design to improve flagship products and services for the higher education sector

## Front-End Developer and UX/UI Consultant

Deloitte Digital // Jun 2015 to Oct 2015

Contributed to the development of a single-page, web-based robo-advice demo application for a large, UK-based insurance company;  
Supported a large-scale digital transformation project at Transport for London (TfL) by engaging in user research sessions and creating design patterns for internal mobile applications

## Freelance Digital Consultant

Self-Employed // Jun 2014 to Apr 2015

Worked with a range of clients to understand their existing operations and developed digital strategies that advanced their organisational goals and objectives

## Communications Coordinator and Front-End Developer

University of Toronto // Oct 2011 - Sep 2014

Developed and implemented print and digital marketing campaigns for academic and co-curricular programming and initiatives; Provided technical and content support for PHP/HTML/CSS and Drupal websites

## SKILLS

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