

Andrew Hercules

**Developer. Designer.
Digital Strategist.**

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PROFESSIONAL PROFILE

I am a Toronto-based user experience (UX) researcher and designer, front-end web developer, and digital strategist. 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.

SKILLS

User Experience (UX): user research (contextual interviews, focus groups, field visits, card sorting, etc.); user journeys and stories; user personas; storyboarding; wireframing; prototyping; interaction design; user testing; usability testing

Web Development: JavaScript (Angular, React, jQuery); Ruby (Rails, Sinatra); HTML5; CSS3

Digital Strategy: content development; information architecture; competitor analysis; web/graphic design; search engine optimisation (SEO); web analytics; accessibility standards; communications and public relations; stakeholder management; digital marketing; e-commerce and m-commerce

Tools: MS Office; Adobe Creative Suite (Photoshop, InDesign, Illustrator); prototyping software (Axure, Sketch, Keynote); text editors/IDEs (Atom, Visual Studio Code, Sublime, Xcode)

EXPERIENCE

Developer and UX Researcher/Designer

October 2015 – present

University of London

- Design, build, and customise institutional repositories for academic and research institutions
- Meet with new and existing customers to understand user needs and build requirements documents, user journeys and personas, and user stories
- Complete user research projects that utilised a range of quantitative and qualitative research methodologies for various educational and research clients, including:
 - UPP, the UK's leading provider of on-campus residential and academic infrastructure
 - Bloom, the University of London's bespoke Virtual Learning Environment
 - The Royal Veterinary College, the UK's top-ranked veterinary school
- Collaborate with colleagues to redesign user experiences for various platforms and websites and contribute to the development and review of paper and working prototypes
- Coordinate user testing sessions to provide feedback on prototypes to the development team
- Repurpose user experience research outputs for thought leadership platforms and opportunities (e.g. presentations, white papers, and guest blogs)
- Hire, train, and mentor new staff, including the team's Graduate Designer and Graduate Developer and work placement students

Front-End Developer and UX/UI Consultant (Contract)

June 2015 – October 2015

Deloitte Digital

- Project Aztec (one of Europe's largest insurance companies):
 - Collaborated with colleagues across multiple business units to build a proof of concept application that provided existing insurance customers with online robo-advice
 - Transformed static mockups and user stories into an interactive single page application using HTML, CSS, and JavaScript libraries
- Project IM Mobile TfL (Transport for London):
 - Coordinated on-site user testing sessions and feedback sessions to promote a culture of transparency, accountability, and user-centred design
 - Wrote recommendation reports based on research findings for senior stakeholders
 - Created design patterns that were used for subsequent mobile app development projects
 - Worked with TfL colleagues to develop and test user-friendly training materials
 - Developed static mockups with Photoshop and Illustrator

Freelance Digital Consultant

June 2014 – April 2015

Self-Employed / Freelance

- Provided branding, photography, and staffing consultancy services to *Minds Matter Magazine*, the first student-led magazine about mental health at the University of Toronto Scarborough
- Worked with the University of Toronto's Department of Arts, Culture and Media to develop short- and medium-term marketing strategies and succession planning documents
- Collaborated with a start-up law firm in Toronto to develop content marketing strategies
- Worked with small boutique consultancies looking to establish and curate their digital footprint

Communications Coordinator and Front-End Developer

October 2011 – September 2014

University of Toronto – Department of Arts, Culture and Media

- Designed a range of print and electronic promotional materials and ensured design work was in line with university and departmental trademark and branding protocols
- Coordinated all media and stakeholder relations to increase the visibility of departmental events
- Acted as the lead design and research consultant on a large-scale project to redevelop the departmental website and transition it from basic HTML/CSS to the Drupal CMS framework
 - Engaged in competitor analysis, a comprehensive information architecture audit, and a review of existing content prior to the development of the site
 - Coordinated user research and testing sessions with staff, faculty, and student to uncover user needs and to solicit feedback on proposed website changes
- Developed email newsletters with MailChimp and HTML/CSS and implemented content and layout strategies, which led to consistent open rates above 25%
- Produced annual reports and funding applications, which resulted in \$45,000 CAD in funding over three years (2012-2014) to support and enhance departmental events and programming
- Hired and supervised 3-6 casual staff members working in design/technical/website positions

Freelance Writer / Content Producer

2003 – present

A Dose of Andrew Media

- Researched, wrote, and content for *TheHiringHotline.com*, a website with student job listings
- Wrote news, feature, and commentary articles for various publications including the *Toronto Star*, *Toronto Sun*, *Scarborough Mirror*, *24 Hours*, and *InsideToronto.com*
- Produced and hosted a series of current affairs video segments and podcasts
- Researched news and feature stories for *Network Europe*, a pan-European radio program, and managed multimedia and interactive content hosted on the show's website