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
Ruby on Rails; Prototyping with Axure; UX Research Methods; Google Analytics; Web Accessibility Standards; Adobe CS 6/CC

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 // Jul 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 - Aug 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

Skill	Level
HTML / CSS	● ● ● ● ● ● ● ● ● ○
JavaScript	● ● ● ● ● ● ● ● ○ ○
Ruby on Rails	● ● ● ● ● ● ○ ○ ○ ○
User Research	● ● ● ● ● ● ● ● ● ●
User Journeys	● ● ● ● ● ● ● ● ● ●
Personas	● ● ● ● ● ● ● ● ● ●
User Testing	● ● ● ● ● ● ● ● ● ●
Prototyping	● ● ● ● ● ● ● ● ● ○
Wireframing	● ● ● ● ● ● ● ● ● ○
Strategic Thinking	● ● ● ● ● ● ● ● ● ●
Communications	● ● ● ● ● ● ● ● ● ●
Web Analytics	● ● ● ● ● ● ● ○ ○ ○
Graphic Design	● ● ● ● ● ● ● ○ ○ ○