Brian K. Hurley

EXPERIENCE

Humu, Mountainview, California — People Scientist

MAY 2019 - PRESENT

- Assess the impact of Humu's product on business outcomes, such as employee productivity and retention, using predictive modeling, time series analysis, and causal inference
- Developing NLP procedures for surfacing insights from unstructured text, both as a scalable product feature and for custom client analyses
- Work with stakeholders to identify and best solve their needs using data. Communicate quantitative insights to stakeholders in clear, actionable terms
- Collaborate cross-functionally with Engineering, People Science, Privacy, UX Research, Sales, and Leadership to shape business decisions around data and analytics

Facebook, Menlo Park, California — People Research Scientist

APRIL 2018 - MAY 2019

- Developed a topic modeling solution to extract themes and describe topic distributions from openended survey comments, diminishing the resource-intensive need to manually review comments
- Created a comprehensive set of quantitative and text analytics for Facebook's Internal Communications team (the first of its kind for this group), impacting executive-level decision-making
- Mined transportation, badge, employee churn, and survey data to understand the impact of commutes on employee attrition, influencing location and transportation decisions
- Collaborated cross-functionally with partners from Internal Communications, Compensation, Location Strategy, BizApps, and Facilities to maximize business impact of analyses
- Distilled rigorous quantitative analytics into practical, actionable insights for stakeholders

Insight Data Science, Palo Alto, California — Data Science Fellow

JANUARY 2018 - APRIL 2018

- Developed <u>BeatTheCrowd</u> a data product to predict crowd levels for Bay Area Rapid Transit (BART) passengers —in Python from conception to deployment
- Collected 7 years of hourly BART ridership data, scraped 7 years of weather history from Weather Underground, designed a PostgreSQL database for data storage
- Predicted passenger volume using random forest with 93% accuracy.
- Deployed with front-end interface using Flask to return crowd predictions based on user input

EDUCATION

University of California, Davis

PhD, Psychology (Cognitive Neuroscience)

JANUARY 2018

University of Texas at Dallas

BA, Psychology

MAY 2010

Magna Cum Laude, Undergraduate Research Scholar Award, School of Behavioral & Brain Sciences Honors with Distinction

SKILLS

Languages:

R, Python, SQL, MATLAB

Statistics/Machine Learning:

Supervised learning, unsupervised learning, inferential statistics/hypothesis testing, natural language processing, dimensionality reduction, regularization, Bayesian inference, mixed-effects modeling

SIDE PROJECTS

Diablo Velo

Used historical data from Strava API and weather data scraped from Weather Underground to predict cycling speed on Mount Diablo

Tools: Pandas, Scikit-Learn, Matplotlib, Seaborn, Beautiful Soup