Brian K. Hurley

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bkhurley.github.io bkhurley bkhurley

EXPERIENCE

Apple, inc., Austin, Texas — *Data Scientist*

JULY 2020 - PRESENT

- Automate decision-making around employee benefit eligibility
- Build recommender system to improve diversity of interview panels

Humu, Mountainview, California **—** *People Scientist*

MAY 2019 - July 2020

- Established novel procedures for assessing Humu's product impact on companies' business outcomes using causal inference, Bayesian inference, time series analysis, and predictive modeling.
- Analyzed user-product interactions to better understand product usage patterns and inform product enhancements.
- Communicated quantitative results to stakeholders as practical insights and recommendations.
- Collaborated across sections of Humu (engineering, People, Design, UX Research, Sales, Leadership) to help drive strategic decisions related to analytics, data visualization, and data warehousing.

Facebook, Menlo Park, California — *People Research Scientist*

APRIL 2018 – MAY 2019

- Developed a topic modeling solution to extract themes and describe topic distributions from free-text survey comments, diminishing the resource-intensive need to manually review comments
- Created a comprehensive set analytics for Facebook's Internal Communications team (the first of its kind for this group), impacting executive-level decision-making
- Mined transportation, facility, 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 BeatTheCrowd — 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 UI using Flask and Bootstrap 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, Magna Cum Laude

MAY 2010

School of Behavioral & Brain Sciences Honors with Distinction

SKILLS

Programming Languages:
R, Python, SQL, Clojure, MATLAB

Statistics/Machine Learning:
Supervised learning (e.g., linear regression, logistic regression, random forest, XGB), *unsupervised learning* (e.g., clustering, LDA, PCA), *NLP* (e.g., topic modeling, content similarity, entity recognition, word embedding), *hypothesis testing/inferential statistics*, *regularization*, *Bayesian inference*, *causal inference, mixed-effects models*