

Brian K. Hurley

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EXPERIENCE

Humu, Mountainview, California — *People Scientist*

MAY 2019 - PRESENT

- Established a novel procedure for assessing the causal impact of Humu's product on business outcomes using Bayesian structural time series modeling
- Used cluster analysis to understand grouping patterns of employee job characteristics and how those groupings relate to key outcomes
- Establishing NLP procedures for surfacing insights from survey text
- Communicate quantitative results to stakeholders as practical insights and recommendations
- Collaborate across sections of Humu (Engineering, People Science, Privacy, UX Research, Sales, Leadership) to make work better for partner companies as well as for Humu

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

APRIL 2018 – MAY 2019

- Developed a reproducible topic modeling framework to extract themes from open-ended survey comments, diminishing the resource-intensive need to manually review comments
- Developed a comprehensive set of quantitative analytics for Facebook's Internal Communications team (the first of its kind for this team), impacting executive-level decision-making
- Conducted analyses to understand the impact of commutes on employee attrition, influencing housing and transportation decisions
- Collaborated cross-functionally with key partners from Compensation, Global Mobility, Operations Research, Facilities, and Internal Communications to optimize business impact of analyses
- Distilled rigorous quantitative analytics into practical implications/recommendations 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
- Mined 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

Select Libraries:

<i>R</i>	tidyverse, lme4, glmnet, carat
<i>Python</i>	Pandas, Scikit-Learn, spaCy, Matplotlib, Seaborn, NumPy

SIDE PROJECTS

[Diablo Velo](#)

Predicted cycling speed on Mount Diablo using historical data from Strava API and weather data from Weather Underground

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