Brian K. Hurley

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EXPERIENCE

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

MAY 2019 - PRESENT

- Assess the impact of Humu's product on business outcomes (e.g., productivity, retention), using predictive modeling, time series analysis, and causal inference/synthetic controls. Provided first causal evidence of product impact on a client company's KPI (8% productivity lift for call center employees)
- 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 open-ended 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 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 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, Magna Cum Laude

MAY 2010

School of Behavioral & Brain Sciences Honors with Distinction

SKILLS

Languages:
R, Python, SQL, MATLAB

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

SIDE PROJECTS

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