# **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 employee, using predictive modeling, time series analysis, and causal inference
- Developing NLP procedures for surfacing insights from unstructured survey 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, Leadership to shape strategic decisions around 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 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 housing and transportation decisions
- Collaborated cross-functionally with partners from Compensation, Location Strategy, Operations Research, Facilities, and Internal Communications 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, natural language processing, inferential statistics/hypothesis testing, 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