

# Jacob Hercules

858-243-7935 | jakehercules@gmail.com | jacobhercules.com

## Education

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- B.S. in Computer Science from UC Santa Cruz awarded June 2009.
- M.S. in Human Factors from San Jose State University awarded May 2011.

## Skills and Interests

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- Designing and evaluating user interfaces
- Moderating and recruiting usability tests
- Development of prototypes using Photoshop, HTML, CSS, PHP, JavaScript
- Coursework programming in C, Java, Perl

## Employment Experience

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User Experience Research Intern, Citrix Online – San Francisco, CA

June 2011 – present

- Recruited and maintained databases of participants for usability studies.
- Managed broadcasts of usability activities to product stakeholders.
- Designed, carried out, and analyzed un-moderated and moderated usability tests.

Programmer Analyst, San Jose State University – San Jose, CA

November 2010 – February 2011

- Built front-end web access to Filemaker databases using PHP, HTML, CSS, and JavaScript.

Web Design Student Assistant, San Jose State University – San Jose, CA

February 2010 – April 2011

- Updated content on existing university department sites.
- Built working sites from mockups.

Usability Test Research Assistant, LEF & Associates – San Jose, CA

April 2010 – October 2010

- Handled significant portion of recruiting process for usability study participants.
- Updated test scenarios and plans to adapt to changing device specifications.

Telephone Technical Support, Cruzio: The Internet Store – Santa Cruz, CA

June 2008 – July 2009

- Provided technical support for a local ISP.
- Adapted technical documentation for use by both support and customers.

## Notable Work

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Master's Thesis: Improving User Comprehension of Unfamiliar Concepts

- Measured if the organization of information better facilitates understanding of novel technical concepts.

## **Notable Work, continued**

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### GoToWebinar.com Usability Study

- Conducted and reported on a usability study of the GoToWebinar website and software user experience.

### UC Santa Cruz Portal Redesign

- Built and tested a high-fidelity prototype replacement for the main UCSC student portal.

## **Activities and Memberships**

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- Human Factors and Ergonomics Society (HFES)
- Vice President, San Jose State Human Factors and Ergonomics Society
- Host Committee Member, 2010 HFES annual meeting
- Host Committee Member, 2011 HFES annual meeting

## **Portfolio**

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- <http://www.jacobhercules.com/>