

E. André L'Huillier

Computational Social Scientist

SUMMARY

Connecting social and computational science to support collective behavior analysis.

5 years of experience on individual and mass consumer behavior.

4 years on data and simulation analysis of product adoption in video game and platform economics.

WORK EXPERIENCE

OCT 2017 – AUG 2018

Center for Health Policy Research and Ethics, GMU
Research Assistant

Data analyst for a nation-wide project on heart disease. Provide ETL services for research teams and assist with data analysis methodologies. Developed a text classifier to detect tobacco consumers in patient records.

FEB 2015 – JUN 2016

Dept. Health Administration and Policy, GMU
Research Assistant

Analyze user data and provided reports on health care provider adoption and churn. Create maps to detect spatial patterns on users' behavior.

MAR 2012 – JUL 2012

Napsis - Santiago, Chile

Market Research Consultant

Market research of high school sector in the suburban area of San Felipe, V Region, Chile. Provide competition analysis of the client's school to strengthen its reputation and client applications.

MAR 2010 – JUL 2013

Universidad Adolfo Ibañez, PUCV, PUC

Research Asst., Adjunct Professor

Assist and teach undergraduate and graduate lectures in PUCV, UV and UAI. Classes focused in quantitative methods in social science and consumer behavior analysis. Assist graduate students with their quantitative methodology and experiment designs for dissertation projects.

MAR 2011 – JAN 2012

Publicis/Leo Burnett - Santiago, Chile

Junior Strategic Planner

Support strategic planning with market research for Samsung and Telefonica product category. Analyze competition, consumer trends and recommend strategies for marketing and advertising campaigns.

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EDUCATION

2013 – 2018 **Computational Social Science**
PH.D. CANDIDATE
George Mason University

2011 – 2012 **Consumer Behavior**
MASTER OF ARTS
Universidad Adolfo Ibañez

2007 – 2012 **Psychology, Minor in Mathematics**
BACHELOR OF ARTS
Universidad Adolfo Ibañez

2004 – 2006 **Humanities**
BACHELOR OF ARTS
Universidad Andrés Bello

SKILLS

DATA ANALYSIS Knowledge: Statistics (Regression, ANOVA, A-B testing) and Machine Learning (ANNs, SNA, big data pipeline).
Tools: Python (pandas, tensorflow, sklearn), MySQL, SPSS, Stata, R.

SIMULATION Knowledge: Agent based models, system dynamics, queue models, stochastic models.
Tools: Python, NetLogo, MASON.

PROGRAMMING Python, C++, Java, Octave.

RESEARCH Computational Economics, Platform Markets, Diffusion of Innovation, Video Game Industry History and Organization.

LANGUAGES

SPANISH Native speaker

ENGLISH Oral: Fluent – Written: Fluent

JAPANESE Basic

PRESENTATION AND RESEARCH PROJECTS

- 2017 **The many lives of the Video Game Industry: Replicating platform competition in console generations life cycles.**
CSSSA 2017 - Santa Fe, NM
- 2016 **How Uncertainty and Herd Behavior shape the Home Console Videogame Industry.**
International Congress on Agent Computing. November - Fairfax, VA
- 2016 **'Winner-takes-all' in the Video Game Industry: Innovation diffusion in a platform market of experience goods.**
Duke Forest Conference, Economics in the Era of Natural Computationalism and Big Data. November - Durham, NC
- 2016 **Enhancing Player/Customer Models through Bottom-up Simulation.**
Gaming Analytics Summit. April - San Francisco, CA
- 2015 **Money Network Dynamics in the Porfirian Era: Understanding the Complexity of the Mexican Banking System, 1897-1910.**
World Economic History Congress - Free Banking Systems. August - Kyoto, Japan
- 2014 **Peaks and Valleys of Video-game Companies: An ABM framework of the Consoles Industry Dynamics.**
Conference of Complexity in Business. October - Washington, DC
- 2014 **The Mexican Banking System, 1897-1907: A Networked Agent Based Modeling Approach.**
Conference of Free Banking Systems. September - Lund, Sweden
- 2014 **Measuring impact of size in the robustness of self-organized groups: an agent based approach to sustainable management.**
2nd Congress of Work and Organizational Psychology. May - Santiago, Chile
- 2012 **Social Complexity and Agent Based Models in Consumer Research: Context Limitations and Benefits.**
International Congress of Psychology. September - South Africa
- 2012 **Consumer Behavior Research: An approximation through social complexity and agent based modeling.**
2nd Congress of Work and Organizational Psychology. September - England

CURRENT PERSONAL RESEARCH PROJECTS

Detecting herd behavior effects in video game platform market.

Agent based model to study social influence by performing sensitivity analysis of consumers information cascades. Macro and micro behavior modeling is calibrated to historical console and software sales.

Discriminating Influence from Homophily in users of Valves Steam platform.

Analyze Steams social network and game adoption times to discriminate between peer influence and similarity in preferences. Cross-sectional and time series analysis to address the effect of these factors on game purchase.

Approximating spatial opinion dynamics with bottom up simulation: Effects of social structure and communication mechanisms in game adoption.

Opinion data from new game releases mentions was extracted from Twitter and filtered by trained sentiment analysis. Opinions are compared with games sales. A spatial model contrasts simulated behavior to empirical results.

DOCTORAL DISSERTATION

PH.D. **Modeling Innovation Diffusion in Experience Goods' Platforms: A case study of uncertainty in the Video Game Market.**

Dept. Computational and Data Sciences - George Mason University

M.A. **Social Complexity and Agent Based Models in Consumer Research: Context Limitations and Benefits.**

Master in Consumer Behavior - Universidad Adolfo Ibanez