

Órla Hammond MSc

Relocating to Wellington, New Zealand end of January 2019 with an approved New Zealand Work Visa
orla.m.hammond@gmail.com +353 86 1607002

KEY SKILLS AND TECHNOLOGIES

Technology

ArcGIS Software Suite
QGIS
T-SQL (Teradata, SQL Server)
Hadoop Big Insights
GeoServer
GeoNetwork
Microsoft Office Product Suite

Skills

Documenting
Report Writing
Presenting
Research
Planning and Organising
Liaising with non-technical staff and members of the public
Requirements gathering and communication with stakeholders
Data analytics and data cleaning

CAREER HISTORY

GIS Analyst Sept 2017 – Dec 2018

Compass Informatics, Dublin, Ireland – GIS Consultancy
Seconded to the Environmental Protection Agency (EPA), Wexford, Ireland
Projects:

- Water Framework Directive (WFD) – An EU directive committing European Union member states to achieve good qualitative and quantitative status for all water bodies by 2015.
 - Updated the app data and the report maps for the WFD phase 6 release.
 - Prepared spatial data for reporting to the European Union.
 - Planned the project for updating the official river basin district codes in the EPA's datasets following the release of Cycle 2 of the River Basin Management Plan.
- INSPIRE Directive – an EU initiative establishing an Infrastructure for Spatial Information in the European Community.
 - Coordinated with external contractors to evaluate the EPA's level of compliance.
 - Prepared a case study to calculate the effort that would need to be involved in making the data and metadata compliant with the INSPIRE specified formats.
 - Led the GIS Team in calculating the resources required to make the priority datasets INSPIRE compliant and creating a plan to allow compliant EU reporting to become more streamlined.
- National Noise Mapping:
 - Collated data collected by Local Authorities; cleaned and processed, and formatted the data to make it ready for publishing.
 - Tested the data and created the metadata.
 - Published the data as a layer on the webGIS and made the shapefiles available to public users to download.
- Information Technology Service Management Upgrade:
 - Collated data collected by Local Authorities; cleaned and processed, and formatted the data to make it ready for publishing.
 - Tested the data and created the metadata.
 - Published the data as a layer on the EPA's webGIS applications and made the shapefiles available to public users to download.
- Created map work for the 2018 Bathing Water Quality Report.
- Created map work for the 2018 Water Quality Indicators Report.

Daily Responsibilities:

- Provided third line support to EPA web GIS application users.
- Prepared data to be added to applications using ArcGIS Desktop, ArcGIS Server and GeoServer.
- Released regular updates to EPA Maps on the EPA GeoPortal with new configurations of geospatial data, and making that data available to public use.
- Database administration for the live/production database feeding internal and external applications.
- Prepared user manuals and training documentation and delivering training to EPA staff on GIS applications.

Data Scientist, Strategic Insights Team

Nov 2015 – Sept 2017

AIB, Dublin, Ireland – Irish Commercial and Retail Bank

Projects:

- Customer Segmentation/Propensity Model:
 - Drove the first use of geospatial analytics in a major collaborative project between the Customer Analytics and Marketing departments.
 - Geocoded customer addresses and provided analysis based on customer and competitor locations.
 - Analysed customer spending transaction locations in relation to their primary branch location.
- Local Markets Reorganisation:
 - Defined new national branch regions following the branch network reorganisation.
 - Applied external data, for example census data, to internal branch and customer analysis.
 - Developed the first geospatial dashboard to aid staff in their customer engagements and to aid the Business in site suitability analysis for new branch locations.
 - Created a commercial equivalent for the Great Britain branch of the business, First Trust, to use in their commercial marketing strategy.
- Customer Fees Analysis:
 - Analysed the current fee structure across all personal customer types.
 - Built a model in Excel to allow stakeholders to test new fee structure scenarios that would drive customers to use digital services more.
 - Reported analysis to the Central Bank of Ireland within the regulatory deadline.
- eMortgage Process Analysis:
 - Analysed the customer online mortgage application process to identify user experience pain points resulting in customer drop out.
 - Presented the findings to the Head of Home Mortgages and recommended short term and long term solutions to the pain points.
- AIB Customer Analytics Map-a-thon:
 - Worked with representatives from Esri's (Environmental Systems Research Institute) Irish office and Concern Ireland to organise a Missing Maps Project map-a-thon in the Customer Analytics office.
 - Trained non-GIS staff in how to use the OpenStreetMap editing tools prior to and during the event.
 - During the event, 75% of the target area in Haiti was successfully mapped by the team.
- Coordinated the GIS configuration of SAS Visual Analytics while the tool was being implemented in the department.
- Represented AIB at the Esri User Conference in Dublin in February 2017.
- An active member of the Innovation Action Group and the Social Committee.

Student Work Placement

Jan 2015 – April 2015

Dublin City Council, Dublin, Ireland

- Collected and tested open source data relevant to the wetlands project.
- Developed a site suitability map for the development of wetland areas in the Greater Dublin Area.
- Designed an infographic about the wetlands project to be displayed to the public in the Civic Offices.
- Contributed map work to the Biodiversity Action Plan 2016.

Education Programme Coordinator, Previously 3 month internship

Jun 2013 – Sept 2014

Crag Cave Ltd., Kerry, Ireland – Show cave and visitor centre

- Created geology workshops for Primary and junior cycle Secondary school children certifying Crag Cave as a Discovery Centre by Science Foundation Ireland.
- Created a hands-on workshop for 4th year students based on the Leaving certificate geography syllabus to encourage uptake in STEM subjects.
- Enhanced script for cave tours and trained tour guides.
- Explored the cave and compiled information to display about the passages beyond the show cave.
- Updated social media site and website for Crag Cave for promotions, advertising, and up-to-date information.
- Compiled and designed information panels for display in the visitor's centre.

EDUCATION AND TRAINING

Certificate, Web Design, Jan – May 2018

Institute of Technology, Carlow

Subjects Include: Aesthetic Web Design, Web Standards, Evolving Technologies, Digital Illustration & Imaging

Master's Degree, Geographical Information Science, Sept 2014 – Oct 2015

Dublin Institute of Technology, Ireland

Subjects Include: Programming for GIS, Spatial Data Acquisition, GIS Modelling, Spatial Databases

Dissertation:

“Using Least Cost Pathway Analysis with Web GIS to Assist with Mountain Rescue” – Developing a method of identifying the path of least resistance on mountainous terrain to aid Dublin Wicklow Mountain Rescue in reaching casualties.

Bachelor of Science, Major in Geological Sciences, Sept 2009 – May 2013

University College Dublin, Ireland

Subjects Include: Geosynthesis & Research, Field Work, Sedimentary Geology, Palaeontology & Stratigraphy, Basin Analysis

Field Work Based Dissertation: “The Solid Geology of the Area West of San Emiliano, Northern Spain”.

Referees Available on Request