

PROFILE

I've worked as a designer, a frontend engineer and a product manager, often all at once. Now I design and build AI products, from the experience to the evals.

EXPERIENCE

Senior Frontend Engineer, Hublsoft

- HublAI: AI-directed data exploration and storytelling in an enterprise data product, first as workflows for business users, now as a multi-agent harness.
- Work across the experience, the prompts, tools and context, and the evals that prove they work.
- Before that, design and frontend for an Innovate UK-funded programme on advanced AI capabilities.

Now
Mar 2021

UX Developer, Pierbridge

- Led the frontend re-architecture of a parcel TMS product using React and TypeScript.
- Delivered UX and concept design for a data mapping tool to streamline workflows.

Mar 2021
Sep 2019

Senior Frontend Engineer, Effective Experiments

- Worked in a product team rebuilding a legacy application in React and GraphQL.
- Built a React component library in Storybook.

Aug 2019
Feb 2019

Lead Frontend Developer, Bytemark

- Led UI design and frontend development of the company's core applications.

Feb 2019
Nov 2017

Product Manager, Bytemark

- Drove customer-led product strategy, marketing and vision.
- Led a cross-functional team; increased revenue per customer by 35% and the customer base by 15%.

Nov 2017
Jun 2016

UX Developer, Bytemark

- Designed and built the first visual interfaces for customers, who until then had only the command line.
- The cloud server control panel became the customer portal, still in use more than ten years on.

Jun 2016
Jan 2014

Freelance Designer and Developer

- Worked on Wren Kitchens' visual kitchen planning app, on contract.

Jan 2014
Oct 2012

Interaction Designer, Designation

- Came back after the MSc to shape how projects worked, not only how they looked, filling in with visual design and full-stack development (PHP) where needed.
- Led client relationships, and took the unusual projects from start to finish.

Sep 2012
Sep 2009

Senior Designer, Designation

- Visual design and frontend code for websites and applications, large and small.
- Won two major industry awards for websites designed and developed in-house.

Sep 2008

Jun 2005



Founder, Clearbar

- Founded a web design and development business, and taught myself the trade and how to run it.

Dec 2005

Oct 2003



PROJECTS



Eddy

A family video app. A model running at home checks every video a kid shares against their age, and the feed ends. In daily family use since April.

Gemma 4 · Ollama · Node · SQLite · iOS



One Thought

A golf app for carrying one thought round the course.

EDUCATION

MSc Human-Centred Interactive Technologies, University of York

2008 – 2009

- Distinction, with an average mark above 90%.
- Fully funded ESRC scholarship.

MA (Hons) Political Science, 2:1, University of Glasgow

1999 – 2003

SKILLS

TypeScript, React, GraphQL, Node, SQLite · LLM workflows, multi-agent harnesses, tools, context engineering, evals · Local models (Ollama) · Built with Claude Code, Codex and Pi