

ETHAN SHERIDAN-SMITH

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PROFESSIONAL SUMMARY

Strategic Service Design Engineer at Dyson, shaping global repair and diagnostics strategies from early concept to end-of-life. Specialises in defining how electronic components are repaired, diagnosed, and supported across regions—balancing user experience, sustainability legislation, independent repair rights, and cost-saving business cases. Leads cross-functional collaboration with Embedded Software, Cloud, UI/UX, Compliance, and Market teams to design service data flows, define technical requirements, and improve team processes. Now seeking to transition into Full-Stack and Machine Learning software development, combining systems thinking with hands-on technical delivery.

WORK EXPERIENCE

Service Design Connectivity Engineer: Dyson, Malmesbury | 2024 – Present

Own the end-to-end service strategy for global Dyson products, software and electronics, translating repair requirements into scalable tooling and process solutions.

- ❖ Service Strategy & Lifecycle Design
 - Defined global service strategy for new Dyson products, including Airwrap Coanda 2x, enabling scalable repair processes and reducing electronics replacement costs through early design alignment.
 - Authored end-to-end service requirements and diagnostic workflows, influencing product architecture from concept to post-launch support.
- ❖ Cross-Functional Collaboration
 - Acted as the bridge between Service, Embedded Software, Cloud, UI, and Product teams across the UK, Singapore, Malaysia, and China to deliver aligned technical requirements and repair tooling.
 - Coordinated rapid response to in-market issues by designing repair solutions and deploying them globally, feeding insights back into upstream design to prevent recurrence.
- ❖ Process Design & Tooling
 - Designed and documented new service processes, business cases, and tooling standards adopted across international teams; improved operational efficiency and tool usability for repair centres.
 - Led the definition of connectivity data flows for diagnostics and repair tracking, shaping how data is surfaced to customer care and internal technicians.
- ❖ Sustainability & compliance
 - Integrated global legislation into repair design and service strategy, ensuring legal compliance and futureproofing of serviceability at Dyson.

PRIOR WORK EXPERIENCE

Supervisor

The Phoenix, Bristol | 2021 – 2024

- ❖ Managed daily operations in a fast-paced bar environment, building leadership, problem-solving, and multitasking skills.
 - ❖ Developed clear communication and coordination abilities under pressure, applicable to collaborative technical pro
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EDUCATION

University of the West of England, Bristol

BSc (Hons) Computer Sciences | Achieved Grade: First Class (1st) 75% | September 2019 - September 2023

Key Modules and Projects:

- ❖ Developed CNN-based solutions, achieving 80%+ accuracy in critical projects (e.g., brain tumour classification).
 - ❖ Built role-based system software and management systems utilizing Agile methodologies.
 - ❖ Created agent-based search and navigation systems utilising Autonomous Algorithms
 - ❖ Collaborated with NHS to analyze infectious endocarditis data, securing a top 10% ranking.
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SKILLS

Technologies, Tools and Core Skills

- ❖ Languages & Libraries: Python, JavaScript, C++, HTML, CSS, TensorFlow, Keras, PyTorch, Pandas, Seaborn, Matplotlib
- ❖ Web & App Development: React, REST APIs, Streamlit, Tkinter
- ❖ Cloud & Data: AWS, GCP (basic), MySQL, SQLite3, Jupyter, Azure Notebooks
- ❖ Workflow & Design: Git, Figma, PLM (Teamcenter), Jira, Confluence, Power Apps, Power Automate
- ❖ Strategic service planning and repair architecture
- ❖ Defining software and diagnostic requirements
- ❖ Cross-functional collaboration (ESW, UX, Product, Compliance)
- ❖ Business case writing and global workflow optimisation
- ❖ Agile methodologies and technical documentation

Interests

- ❖ Building and modding custom PCs (water cooling, GPU mounting)
- ❖ Game modding (X4, RimWorld, Minecraft – JavaScript & C++)
- ❖ Long-distance hiking (Brecon Beacons, urban trails)
- ❖ Travelling and exploring cultures

***HAPPY TO PROVIDE REFERENCES IF REQUIRED**