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HEAD OF PRODUCT DESIGN

IOHK - May, 2022 - Present (3 years, 4 months)

IOHK is one of the world's pre-eminent blockchain research and engineering companies, best known for the Cardano blockchain platform, the company builds high-assurance blockchain products for public and private sector clients.

- Led the product design department with 10 direct reports on various complex products being developed for decentralised architecture technology, including:
- Decentralised Identity ([Atala Prism](#))
- Web3 light Wallet ([Lace](#))
- Decentralised Governance ([Intersect](#))
- Decentralised Innovation Funding ([Project Catalyst](#))
- Smart Contracts ([Marlowe](#))
- Micro-Finance in Emerging Markets ([RealFi](#))

Most Recent Accomplishment:

Developed and implemented a "contextual AI in the loop" research methodology, combining prompt engineering, Jobs-to-be-Done theory, and AI analysis to map business ecosystems and identify ideal customer profiles:

- Reduced research time from 295 hours to 48 hours, resulting in an 83.72% improvement in efficiency
- Generated estimated cost savings of \$12,350 - \$17,290 per project
- Unlocked potential additional value of \$37,050 - \$54,340 per project through opportunity cost savings
- Projected first-year savings of \$370,500 - \$543,400 if method is applied 10 times annually
- Created a repeatable process with substantial long-term value for ecosystem mapping and customer profiling

CURRENT PROJECTS IN DEVELOPMENT

NeuroKick

I'm developing a private by design software application that empowers leaders to effortlessly identify and refine their leadership traits using a personalised AI sidekick. This tool is designed to help mitigate cognitive biases that may inadvertently affect employee performance, facilitating a transformation from a manager to a leader. Using modern AI LLM technology combined with Retrieval Augmentation Generation.

This leadership development application:

- Provides managers with a personalized AI sidekick to identify and refine leadership traits
- Analyzes speech patterns over time to detect and mitigate cognitive biases affecting employee performance
- Visualizes diminishing behaviors and reinforces positive leadership traits
- Facilitates the transformation from manager to visionary leader
- Prioritizes user privacy while offering personalized guidance
- Leverages cutting-edge AI technology to promote continuous self-development in leadership

Published Author "Cultivating Clarity," a groundbreaking book on Customer Contextual Intelligence:

- Introduced a novel approach to customer-centric innovation, emphasising deep understanding of customer context
- Collaborated with 9 industry experts, including Jeff Jonas, Bob Moesta and Michael Levin, to provide multi-disciplinary insights
- Explored key frameworks such as System 1 and 2 thinking, Information Foraging Theory, and Jobs to Be Done Theory
- Equipped readers with strategic tools to enhance product development, UX design, and innovation leadership
- Advocated for a more empathetic, contextually intelligent approach to creating customer-resonant products

<https://cultivating-clarity.my.canva.site/>