

Nico Ward

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I'm an AI engineer and entrepreneur based in London, UK.

My focus is on building better human-AI interfaces.

Experience

Publicis Sapient / Senior AI Engineer

Keywords: [LLMs](#), [RAG](#), [Search](#), [LangChain](#)

Applied AI projects — building and scaling AI products for global clients across advertising and banking. Strong focus on language models.

London, UK // Sept. '22 — Now // Public company, ~20k employees

Surf / Co-founder, CTO

Keywords: [Product Design](#), [User Research](#), [Prototyping](#)

Led product design, built MVP + pitch deck, defined technical roadmap — including hiring plan, job descriptions, and interview materials.

London, UK // Nov. '21 — June '22 // Pre-funding, 3 co-founders

Educai / Behavioural Data Scientist

Keywords: [Data Strategy](#), [User Testing](#), [Statistical Analysis](#)

First data hire. Defined the data strategy, collected data manually, ran user interviews, and coded, released, and maintained our flagship model.

London, UK // June '21 — Sept. '22 // Seed stage, 8 employees

Decoded / Data Scientist

Keywords: [Neural Networks](#), [Time Series](#), [Data Visualisation](#)

Designed + led machine learning workshops for some of the most innovative companies in the world including UBS, Nike, and Vodafone.

London, UK // Sept. '20 — June '21 // Private company, ~70 employees

Knap / Machine Learning Intern

Keywords: [Python](#), [Computer Vision](#), [Research](#)

First engineering hire. Prototyped a fraud detection system using computer vision; taught myself Python and machine learning basics.

Monaco // Summer '18 // Pre-seed, 6 employees

Education

University College London / MSc, Machine Learning

Keywords: [Deep Learning](#), [Computer Vision](#), [Recommender Engines](#)

Reinforcement Learning with DeepMind, NLP with Meta AI.

Thesis: A mathematical framework for recommender engine depolarisation.

2019 - 2020 // Graduated with Distinction

University of Nice, France / BSc, Mathematics

Keywords: [Game Theory](#), [Probabilities](#), [Statistics](#)

Minor in Economics and Decision Science.

2016 - 2019 // Ranked 1st out of 200 students

Writing

[On Creative Judgement](#) ↗

[Some predictions for 2024](#) ↗

[10 Principles of Good AI](#) ↗

Other interests

Design, physics, chess, longevity, sailing