

David Quill

Lead AI Product & System Designer

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British National

About me

Designer and builder working at the intersection of AI systems and product innovation. I design how intelligent products think, respond, and communicate—from agentic healthcare AI at Pure Health to building my own autonomous brand platform from the ground up. My background spans Fortune 500 enterprise work (IBM, BCG, McKinsey), but I've moved beyond interfaces into the technical architecture of AI behaviour: tone systems, response logic, and notification frameworks. I'm most valuable when a product needs someone who can design the experience and understand what's happening under the hood.

Experience

Pure Health. AI System and Product Designer. Dubai, UAE — Feb 25 - Feb 26

Leading the design of agentic AI systems for healthcare—not just the interface, but how the AI responds, adapts, and communicates with patients. This includes designing dynamic tone-of-voice frameworks that move beyond static personas, architecting notification systems, and shaping the behavioural logic of AI companions. Working across product, engineering, and clinical teams to keep Pure Health at the edge of what's possible in healthcare AI.

Brandpro AI. Designer & Innovator . Jakarta, Indonesia — Jan 23 - Jan 25

Co-founded and built an autonomous brand production platform from zero. Designed the product, wrote code, shaped the AI workflows, led go-to-market, and pitched to investors. Brandpro reached the verge of funding before transitioning to African Open Innovations in South Africa. The experience taught me what it means to own a product end-to-end—not just design it, but build and ship it.

BCG. Lead UX Designer. Berlin, Germany — Aug 22 - Oct 22

Embedded with BCG and GAMMA to design CO2 AI—a carbon accounting platform used by enterprises like Audi and Coca-Cola to measure, track, and reduce emissions at scale. Led the experience redesign to accelerate enterprise adoption, built a C-suite dashboard for executive-level emissions visibility, and developed real-time sustainability tracking tools for operational teams.

McKinsey & Company. Lead Product Designer. Jakarta, Indonesia — Nov 21 - Jul 22

Led digital transformation for BFI Finance, Indonesia's largest multi-finance company. Built and managed a UX team, redesigned field agent tools to cut operational costs, and created instant loan products that improved merchant service speed. Took McKinsey's research and turned it into shipped product.

Majid Al Futtaim. Senior Product Designer. UAE, Dubai — Sep 21 - Dec 21

Redesigned the food and beverage experience for Vox Cinemas across the MAF ecosystem. Introduced in-seat ordering, smart vehicle recognition for drive-through prep, and rebuilt the back-end POS system to anticipate customer behaviour. Moved the cinema experience from transactional to predictive.

Aetna International. Product Designer. London, UK — Jul 21 - Oct 21

Built a scalable design system for Aetna's digital services—creating the foundation for consistent interfaces across products and faster design-to-development handoff.

VML (Wunderman Thompson). Product Design. New York, USA — May 21 - Jul 21

Redesigned the insurance application flow for United Healthcare under the Affordable Care Act. Created a contextual "Helper Tray" for real-time guidance, refined input logic for more accurate insurance matching, and significantly improved application completion rates.

Altour. Product Designer. London, UK — Mar 21 - May 21

Designed a portal for managing large-scale luxury travel and corporate events—giving Altour's high-net-worth clients a digital experience that matched the service level they expected offline.

Entertain PLC. User Researcher & UX Designer. London, UK — Mar 20 - Mar 21

Restructured the information architecture across Entain's betting platforms—improving navigation while embedding responsible gambling patterns into the core experience. Research-led redesign across Ladbrokes, Coral, and other brands.

Arabian Gulf League (UAE Pro League). UX Research & Designer. Dubai, UAE — Jan 20 - Mar 20

Redesigned the league's digital presence to compete with Premier League-level fan experiences. Integrated Opta-powered player cards, rebuilt the information architecture for match-day content, and upgraded data visualisations across the platform.

Carpenters. Product Designer. Liverpool, UK — Sep 19 - Dec 19

Solo designer for a major UK insurance and legal services firm. Built an online claims tool that significantly reduced inbound call volume and processing time—one of those "unsexy but high-impact" projects.

IBM iX. Product & System Design. Abu Dhabi, UAE — Aug 18 - May 19

Part of the team delivering TAMM—Abu Dhabi Government's unified digital platform for citizen services. Designed the citizen dashboard, simplified school enrolment flows, and established the design language system used across government products.

Skills (beyond Experience/ Product Design)

AI & Data

- Lead classification using natural language processing
- AI Behavioral Design
- Prompt engineering (classification, conversational AI, dynamic prompts)
- LLM integration for real-world automation pipelines
- Agent / Sub-agent training

Engineering

- Webhook architecture
- Multi-agent orchestration
- Agentic pipeline design
- API integration setups
- No-code/low-code orchestration (Make.com, Softr, Airtable)
- Browser automation (Puppeteer)
- Back-end system logic
- Human behaviour simulation / anti-detection engineering
- Notification system back-end logic
- End-to-end product architecture
- MCP server integration

Education

Marketing (Bachelor of Arts - 2:1) — University of Chester, UK. Graduated May 2012.

UX Design — Full Course — Design Lab. May 2018 - December 2019.

Ongoing — Deepening technical knowledge in AI systems design, prompt engineering, and agentic product architecture through hands-on product building and self-directed learning.