

# Nic Mulvaney

## Design Engineer/Applied AI

[nicmulvaney.com](http://nicmulvaney.com)

[nic@nicmulvaney.com](mailto:nic@nicmulvaney.com)

[github.com/mulhoon](https://github.com/mulhoon)

[linkedin.com/in/nicmulvaney](https://linkedin.com/in/nicmulvaney)

---

## Experience

### JAAQ

Prototyping Engineer (Apr 2025 - Nov 2025) Leading the vision of mental health based AI products.

### Normally

Director of Applied Technologies (Jul 2019 - Jan 2025) Leading design team to prototype and build digital products and services through mindful application of AI.

Head of Product (Apr 2015 - Jul 2019) Product strategy and technical leadership.

### Nokia

Principal Interaction Designer (Oct 2013 - Apr 2014) User experience design and prototyping for mobile products.

### Nic Mulvaney Ltd

Freelance Interaction Designer (Aug 2013 - Present) Product design consulting and development.

## Introduction

I'm a technical leader who bridges design and technology.

I've spent over two decades helping some of the world's largest organizations bring digital products to life.

Companies such as Apple, IKEA, Logitech, Nokia, BBC, Spotify, Facebook, Barclays, Microsoft, XBox, Sky and more.

I build digital products and services with great care and attention to detail. My aim is always to bring joyful, valuable experiences to the user, while understanding the value for the business too.

My expertise spans applied AI, UI/UX design, cloud architecture - with a particular focus on **rapid prototyping**.

## Skills

- **Frontend Development**

JavaScript, TypeScript, Vue & Nuxt, CSS/Tailwind, Mobile Development, PWAs, WebSockets

- **Backend & Cloud**

Node.js, Serverless Architecture, API Design, Multiplayer/Multi-tenancy SaaS design, CI/CD, AWS, Google Cloud, Cloudflare, Firebase, Supabase, NoSQL & SQL Database architecture

Continued below...

## This Changed Me

**Technical Director** (Aug 2012 - Aug 2014) Led development of mobile startup focused on personal transformation and lifestyle change.

- **AI & Machine Learning**

LLM Integration, Custom Agents, Tool Calling, RAG systems, Major APIs (OpenAI, Anthropic, Google), Local Models, Privacy & Guardrails, Vector Embeddings, Fine Tuning, Voice Input, Voice Generation, Prompt Engineering

- **Design**

UI/UX, Typography, Animation, Design Systems, User Research, Service Design, Wireframing, Figma

## AllofUs

### Lead Interactive Designer

Creative direction and interactive design leadership.

## Digit

**Interactive Designer** (2003 - 2004)

## Education

## ATTIK

**Freelance** (2000 - 2003)

- **The University of Huddersfield** (2001 - 2004) First-Class Honors, Bachelor of Arts, Multimedia Design
- **Greenhead College** (1999 - 2001) A-Levels, Music, Maths, Human Biology

## Awards

### The Webby Awards

**Nomination** (2017)  
Cheeky Fingers - Piano App

### The Webby Awards

**Nomination** (2015)  
Calorific - Nutrition App

### BIMA Arts & Culture Award

(2007)  
BBC History Timeline

### Design Week Best of Show,

**BIMAS** (2007)  
Aiwa

### D&AD Annual Professional Awards

(2005)  
Fudge Interactive Typography

### FWA Site of the Day

(2003)  
Phantom Research Foundation

### FWA Site of the Day

(2002)  
Shiptergizem