Dil Ahdan

AI Product Engineer & Founder

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Profile

I build AI products that turn documents, data and repetitive work into useful business workflows. I take problems from customer discovery and product design through prototypes, engineering, deployment and support. My recent founder work builds on twenty years of software delivery and consulting across enterprise teams and specialist industries.

Core experience

Applied AI and workflow automation: LLM integration, document ingestion, structured extraction, agent workflows and enterprise APIs. Product engineering: TypeScript, Python, Node.js, PostgreSQL/Supabase, React/Next.js and Vue/Nuxt. Delivery: customer discovery, prototyping, technical project management, deployment, monitoring and support. Design and accessibility inform the products throughout.

Independent product work

Bad Boy Labs

Founder and AI Product Engineer | 2023 to present

Build and operate independent software products and business automation, taking responsibility for the product, engineering and commercial relationship. Selected recent work:

- Delivered client systems spanning Cliniko booking, voice receptionists, enquiry routing, stock publishing and structured event briefs. Recent clients include Thameside Podiatry, JC Electrical, Walk on the Wild Side and StarBooths UK.
- Built shared Python tooling for phone configuration across Twilio, Vapi and n8n, with change previews, before-change snapshots and client-specific ownership of specialist assistant tools.

CargoMode

Founder and AI Product Engineer | 2025 to present

- Built an AI freight automation product connecting document ingestion and PDF/XML workflows to CargoWise, with Python services and a Supabase data layer.
- Own monitoring, billing, support and the recurring B2B customer relationship.

ActionMode

Founder and AI Product Engineer | 2025 to present

- Built AI research, writing and fact-checking workflows with approval gates, project budgets, audit history and scoped MCP access.
- Operate the product on Bad Boy Labs' own pipeline. External customer outcomes are not yet established.

COMPS

Product Engineer | August 2026 to present

- Built server-based research jobs with atomic claims, retry recovery and source-error backoff.
- Preserve dated source evidence and brochure excerpts, and freeze report editions so later scans cannot change a report already sent.

Career history

Ertha Retreats

UX Designer | SEP–DEC 2023

- Designed high-fidelity Figma wireframes.
- Worked with offshore developers on implementation and adherence to brand guidelines.

ARCO

Product Consultant | MAY–SEP 2023

- Developed the brand and product design for data-led sales tooling, then built the working Vue 3 and Nuxt 3 prototype.
- Project-managed the technical delivery with outsourced development companies, carrying the product direction into the build.
- Worked with salespeople and data scientists to simplify customer analysis into useful pricing and upsell information. Data scientists owned the analytical models.

Forensic Analytics

UX Engineer | JUN–DEC 2022

- Researched how detectives, investigators and analysts use phone data and attribute information within investigations.
- Mapped fragmented systems and spreadsheets and designed journeys bringing five tools into one analytical centre.
- Developed system maps, wireframes and prototypes from interviews and feedback across UK police forces.

Wagestream

Frontend Developer | MAR–JUN 2022

- Built, refactored and split tested landing-page and registration variations.
- Used marketing and sales-call data to inform the variations.

Capgemini

Frontend Developer | OCT 2021–MAR 2022

- Interviewed customers and collected the research in FigJam.
- Mapped the systems and end-to-end customer journeys, then wireframed and prototyped the app in Figma.
- Integrated Open Banking APIs into the lending workflow.

GSK

UX Engineer | OCT 2020–JUL 2021

- Built a Vue, Nuxt and Vuetify proof of concept for discovering and reusing useful Power BI reports across GSK Consumer Health.
- Worked with UX designers, business analysts and product owners on browsing and discovery amid report duplication.
- The proof of concept secured funding to build the MVP.

Royal Botanic Gardens, Kew

UX · Frontend | FEB–APR 2020

- Refactored the existing visualisation tool in Vue.js and WordPress with Kew's designers and data scientists.
- Brought the tool to WCAG AA and tested it with the VoiceOver screen reader.
- Improved the responsive experience, using GDS patterns and GSAP animation.

Hicom

UX · Frontend | AUG–DEC 2019

- Designed responsive wireframes in Balsamiq.
- Built the foundation of the pre-rendered frontend in Vue.js and Nuxt.js.
- Made accessibility a build requirement and trained the product team on WCAG AA compliance.

British Gas

UX Engineer | DEC 2017–JUL 2019

- Improved help and self-service journeys using analytics, A/B testing and frontend changes; direct user testing was not available to me.
- Led accessibility work on the pattern library and delivered in Ember.js, LESS and Storybook.
- Contributed to the Help & Support programme during a period in which support-call costs fell from over £1.5M per month in March 2018 to £142K per month by June 2019.

Findmypast

Frontend · UX | JAN–NOV 2017

- Developed conversion hypotheses and experiments for an established historical-archive subscription product.
- Built frontend changes in KnockoutJS, jQuery and LESS on a C# and Razor platform; mentored junior colleagues in accessibility, UX and responsive design.
- Delivered conversion experiments during a six-month period in which product MRR increased from £19K to £30K.

Tribal Worldwide

Senior Frontend Consultant | JUL–DEC 2016

- Built the frontend foundation and responsive interfaces for Falabella using native JavaScript.
- Worked with designers, backend developers and stakeholders on sprint delivery.
- Mentored junior developers in responsive web design best practices.

GrowFlow

UX Consultant | JAN–APR 2016

- Created user stories, system maps and wireframes.
- Built an AngularJS frontend prototype around the processor workflow.

CROFlow × Aptus Clinical

Freelance UX Designer | 2015–16 FREELANCE PERIOD

- Designed the user experience for a custom CRM and document-management system.
- Worked on how the system supported teams of scientists and pharmaceutical professionals around outsourced drug projects.
- Translated specialist operational needs into interfaces the client could review.
- Aptus Clinical was acquired by Catalyst Clinical Research in May 2022, several years after this freelance design engagement.

MyOrb

Senior Front-end Consultant | JUN 2014–JUN 2015

- Consolidated separate mobile and desktop codebases into one responsive AngularJS application on Rails.
- Introduced frontend build systems and trained developers and designers in responsive and UX practice.
- Worked during the incubator stage, when the team explored journalism and other directions. MyOrb later focused on medical workflows.

Orbis Investments

Senior Front-end Consultant | APR 2013–MAY 2014

- Developed the responsive front end of the investment app in AngularJS, RequireJS, jQuery and LESS on Umbraco and C#.
- Created an on-brand component library and living style guide with the product owner and an external design agency.
- Worked within Selenium testing and TeamCity continuous integration.

Skyron

Senior Front-end Developer | NOV 2010–MAY 2013

- Built an internal responsive front-end framework for client projects.
- Implemented NodeJS and Grunt build systems.
- Designed workflow-streamlining solutions for clients such as IBM and KPMG.

Tarsus plc

Web Designer | JUN 2008–OCT 2010

- Designed and developed trade-show websites connecting buyers and sellers across more than two dozen markets.
- Worked with marketing on search visibility, measurement and conversion improvement.

Stream UK

Web Designer | FEB 2007–JUN 2008

- Designed and built video content-management interfaces for clients including the BBC, Oracle and AOL.
- Worked on systems supporting audio and video delivery and transcoding.

Bytes Technology Group

Web Designer | AUG 2005–JAN 2007

- Redesigned the website and worked on improving online conversions.
- Created an internal help and documentation site.

BAA

Migration Engineer | SUMMERS 2002–04

- Upgraded Flight Information System software and hardware during summer engagements in 2002, 2003 and 2004.

BAX Global

Web Developer · IT Support Engineer | 1997–2000

- Built the internal support website.
- Combined web development with IT support work.

Complete project archive

Additional independent and freelance projects, alongside the selected products above and the career history. Dates are recorded project periods, not claims of continuous full-time employment. Some projects are prototypes, archived or in development; descriptions preserve those boundaries.

Langley Lycans

Design · Engineering · Motion | SEP 2026

A grassroots football club site with live match state, GSAP motion and a typed boundary around the Teamo data.

Drainiacs

Web engineering · Automation | 2026

A drainage lead-generation project combining local SEO, tracked phone enquiries and operational reporting for the TW postcode area.

Emergency Plumbers TW

Web engineering · Automation | 2026

An emergency-plumbing website and lead-routing system for the TW postcode area, combining local search pages, tracked calls and an AI receptionist.

Free Tattoo Designer

Founder · Product · Engineering | 2026

A private tattoo planner with artwork and AI concepts, saved design versions, photo placement, notes and sharing with an artist or a friend.

Dappa

Creator | 2026

An AI harness and orchestration project.

CG Building Services

Creative direction · Web engineering | 2026

A cinematic digital presence for a physical-world construction business.

Crush Freight Forwarding

Workflow · Automation · Engineering | 2026

A freight workflow made faster, clearer and more accountable.

Finance OS

Product · Engineering | 2026

A calmer operating system for expenses, income, rentals, reconciliation and decisions.

JC Electrical

Product · Engineering · Business automation | 2026

Built the systems around an electrical business: validated web enquiries, SMS and email routing, an AI phone receptionist, and an automated content publishing workflow.

RealPost.Pro

Product · Engineering | 2026

A property-photo and film studio that turns listing photographs into refined images and gives agents a workflow for planning AI property films.

StarBooths UK

Product · Engineering · Business workflows | 2026

Turned a photo-booth enquiry into a structured event brief, connecting package choices, venue logistics and customer details to the team’s existing WhatsApp handoff.

Thameside Podiatry

Product · Engineering · Business automation | 2026

Connected the clinic website, online booking and an out-of-hours AI receptionist to Cliniko, with server-side appointment tools and explicit handoff to human care.

Walk on the Wild Side

Product · Engineering · Business automation | 2026

Built stock publishing, AI-assisted animal data entry and structured event enquiries for a specialist retailer, connecting the public website to the work behind the counter.

SGSS Members

Product · Engineering | DEC 2025–NOW

A bilingual membership registration and management platform for a Gurdwara, at sgss.org, with a QR-friendly public sign-up and an admin dashboard for approvals, cards and renewals.

Terrytibbs.com

Creator | 2025

A push-to-talk dictation app for the desktop, conceived as a Wispr Flow alternative: hold a hotkey, speak, let go, and the words are transcribed on the machine and pasted wherever the cursor is.

LLMXray

Creator | 2025

An AI SEO product designed to show how language models interpret a website, compare its visibility with competitors and recommend improvements.

Reflective Cards

Creator | 2024–2026

A tool I built for my wife to run sessions using WebRTC.

Free Stencil Maker

Founder · Product · Engineering | 2024–NOW

A browser-based stencil design product that makes image processing, SVG generation and layered exports feel simple on a phone.

Broker Bacon

Founder · Product · Engineering | 2024

A communications-first real estate CRM built around recruiting, onboarding and keeping agents engaged.

SnoozyStory

Founder · Product · Engineering | 2023

Personalised bedtime stories generated across language, image and voice models.

LabOverflow

Creator | 2021–2026

The initial idea was to build a laboratory information management system (LIMS). LabOverflow is the laboratory venture behind that idea, with a directory of cannabis testing labs, a job board and technical guides.

Love You Too Much

Founder · Brand · Operations | 2018

A consumer brand selling plastic party cups on Amazon.

Yummy Cakes

Freelance Consultant | 2015–16 FREELANCE PERIOD

WordPress and digital marketing work for Yummy Cakes during my freelance consulting period.

Further information

Full portfolio and case studies: https://dil.dev

Aptus acquisition announcement: Catalyst Clinical Research, 4 May 2022, via PR Newswire.

Master CV updated 30 September 2026. This comprehensive version is intended as the source for shorter applications tailored to a role.