

Jonathan Melhuish

jonathan@verkla.com | www.verkla.com | [design portfolio](#)

"I don't just explain AI technology - I help leadership teams identify the opportunities and risks of AI and build sustainable AI adoption strategies that work with their organizational culture."

"My approach combines deep technical knowledge with practical business implementation and Design Thinking frameworks to address the real-world challenges leaders face, without getting lost in hype or jargon."

An AI pioneer with 23 years of hands-on experience

- Gained a solid technical background in AI by studying BSc Artificial Intelligence & Computer Science at University of Birmingham (2004-2008)
- Led AI projects for multinational clients in industrial retail, advertising, and insurance, working directly with business leaders and AI engineering teams (2024-2025)
- Helped leadership teams at multiple organizations understand AI opportunities and risks through hands-on product management and stakeholder consultation (2024-2025)
- Created and scaled digital relationship education platform using data analytics and AI-driven personalization (Makuma, 2016-Present)
- Designed and delivered AI implementation strategies for technology startups and international NGOs through consulting practice (verkla, 2013-Present)
- Implemented major new bespoke software system at UK Department of Education, managing complex requirements and organizational change (2017-2019)
- Research Associate on EU CASAM machine learning (computer vision) project (2004-2010)

An experienced professional trainer who develops leaders

- Designed and delivered professional Systems Thinking training programme to senior professionals for the EU's ClimateKIC climate innovation programme (2012-2013)
- Guided teams through adoption of new methodologies and complex system implementations during high-stakes organizational transformation (2017-2019)
- Helped organizations adopt strategic innovation processes and navigate technology implementation challenges across diverse sectors (2013-Present)
- Trained by Authentic Revolution as an [Authentic Relating Facilitator](#) (2025)

A business leader who speaks the language of organizations

- Founded and led multiple successful startups across technology, education, and sustainability sectors (2013-Present, 2021-Present)
- Successfully managed complex projects involving government departments, international organizations, and multinational corporations across UK, Netherlands, Hungary, and Romania (2003-2004, 2012-2013, 2017-2019)
- Aligned technical solutions with business objectives while leading cross-functional teams through major digital transformations (2017-2019)
- Navigated organizational risk management, regulatory compliance (GDPR, GDS Service Standards), and stakeholder management across sectors (2017-2019)
- Identified and capitalized on business opportunities through strategic technology implementation (2013-Present)
- Qualified to NVQ4 Leadership & Management (2008)

Career and Education History

◦ *I combine deep AI expertise with proven training capabilities and business leadership experience. My unique background spans hands-on AI work, professional training delivery, and business leadership across government, corporate, and startup environments.*

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| 2016 - Present | Founder and CEO of Makuma (AI-enabled start-up) <ul style="list-style-type: none">• Leading a team of developers and psychologists to design online services and offline events that teach healthy relationship skills• Used Jobs to be Done methodology to identify unmet customer needs in the marketplace and inform service design (quantitative, clustering-based approach) |
| 2021 - Present | Founder and CEO of play:space (sustainability community) <ul style="list-style-type: none">• embedded Agile customer-centric approaches into the culture from the start, to increase positive impact |
| 2013 - Present | Founder, Service Designer and trainer at verkla (specialist AI service design agency) <ul style="list-style-type: none">• Varied clients, from technology start-ups to international NGOs• Working directly with client teams to establish their needs and understand their customers and other key stakeholders• Leading flexible, ad-hoc teams of visual designers and web developers• Training client teams in user-centred design processes & tools |
| 2024 - 2025 | AI Product Manager at RebelDot (software agency) <ul style="list-style-type: none">• Led multiple AI projects for diverse multinational clients including industrial retail, advertising and insurance• Worked directly with business leaders and other stakeholders and with AI engineering team to ensure that requirements were met• Helped all levels of leadership to better understand opportunities and risks of the latest AI technologies |
| 2017 - 2019 | Lead User Researcher & Service Designer at Department of Education <ul style="list-style-type: none">• Took a leading role in an Agile software project, following GDS Service Standard & GDPR guidelines• Mentored junior user researchers• Established user-centred process to ensure user needs were captured across the 37 distinct user types, and prioritised effectively when designing solutions• Worked directly with developers to ensure the software met user needs, and worked with staff across the department to design new human processes to match |
| 2013 – 2014 | Lead User Experience designer for the EU KIC-T ADEPT project , a learning tool to simulate competing low-carbon building retrofit approaches <ul style="list-style-type: none">• Conducted user research requirements research with multiple stakeholders• Developed a low-fidelity digital prototype• Trained the client to undertake further research |

2013 - 2014	Coach and trainer on ClimateKIC Pioneers into Practice programme • Trained a diverse group of 30 professionals in Systems Thinking • Participated in significant redesign of course structure in response to customer insights
March - June 2013	Founding Director at training company, OnePlot
February - March 2013	UX project lead (contract) at Nudge <i>near Amsterdam, Netherlands</i> • led UX process and trained inexperienced staff in Design Thinking
May - December 2012	Placement in <i>Budapest, Hungary</i> on ClimateKIC Pioneers into Practice programme • conducted research among low-carbon organisations to identify common needs and potential for collaborative solutions
2008 – 2012	Co-founder and User Experience Lead of the 9carrots environmental organisation, Freelance Environmental Consultant • conducted customer interviews and guerrilla user testing • worked directly with developer to design web application, paper elements and processes for the organisation, local NGOs and diverse SMEs
April – December 2010	Research Associate at the University of Birmingham, as part of the HCI team of CASAM : Machine Learning for automatic description of video content (<i>a €4.2m EU research project</i>) • conducted User Research at DW in Berlin • designed an alternative User Interface
July - October 2009	User Researcher at weare:london • introduced colleagues to new techniques: guerrilla usability testing and crowdsourced research
October 2008	One-month placement as Junior Usability Consultant at Bunnyfoot
2008	Qualified in NVQ4 Leadership & Management
2004 – 2008	BSc Artificial Intelligence and Computer Science at University of Birmingham (2:1) • Final Year Project: "Designing a Better Social Media Browser" (UI/UX design)
2006 – 2007	Founder of Flukebox (online music startup)
2004	Qualified in NVQ3 Management
2003 – 2004	Designed and developed a bespoke web application for the Ministry of Defence, designed an AI-based commercial product

2001 - 2003	A-levels in Computing, French and Physics. AS-level in Mathematics
1999 – 2003	Freelance web designer, e-commerce developer and Linux sysadmin worked with client to establish needs in detail and define back-office processes

Academic publications

Jonathan Melhuish and Russell Beale. 2008. *News not noise: socially aware information filtering*. In Proceedings of the 22nd British HCI Group Annual Conference on People and Computers: Culture, Creativity, Interaction - Volume 2 (BCS-HCI '08). p. 115–118. - available via [ScienceOpen](#)

Kinoktimon, Melhuish et. al. 2010. [CASAM](#): *A prototype system for computer-aided semantic annotation of multimedia*. Conference: SAMT 2010: 5th International Conference on Semantic and Digital Media Technologies.

Languages:

English: native French: advanced Romanian: intermediate Polish: beginner

Availability: Immediate for remote work. 7 days notice for on-site. Flexible schedule but maximum 2 weeks continuous on occasional basis or 2 days per week on a regular basis.

Rate: €100 per hour (£85/hour) = €800 per day (£670/day)

Location: currently in Cluj-Napoca, Romania but available for engagements anywhere in the UK or EU, or to work fully remote.

Right to work: British national and Romanian citizen, so can work freely in UK and EU for any period.

Security clearance: None. BPSS, DBS or Basic Disclosure on request.

Driving licence: EU, Category B

References and case studies: available on request.