Diana Simpson-Hernandez

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AI Governance and Assurance Lead

Agent Governance • Responsible AI Product • Decision Records • Behavioural Insight

Founder and product strategist with fifteen years turning emerging technology into products people act on, and two years building Aletheai, a behavioural decision-intelligence company, from a first question to a working engine and six patent applications.

Specialises in the control side of AI: what a system may infer and do about people, the evidence each action must rest on, and the record that lets someone outside the company check it. Known for translating governance principles into working product, and for stating plainly what the evidence does and doesn't support.

A designer by training (Royal College of Art, Central Saint Martins) who teaches AI-native product building at IED Madrid. Seeking fellowship, residency and founding roles in AI governance and assurance; London-based and remote-first; UK citizen, available from 1 December 2026.

Areas of expertise: **AI Governance and Assurance | Agent Action Gating | Responsible AI | Decision Records and Audit Trails | Model Evaluation | Data Protection and DPIA Evidence | EU AI Act and UK AI Principles | Discovery and User Research | Behaviour Change | Teaching and Enablement**

Notable achievements

- Drafted and self-filed six patent applications at Aletheai in 2025–26, including an international (PCT) application on evidence-ranked decision intelligence and a UK application on action gating for AI agents.
- Specified and built Aletheai's decision engine, which ranks only where the evidence supports it and records every refusal, shipping 12+ releases in 12 months by directing AI coding agents, with no engineering team.
- Designed the data strategy for a feasibility study with the STFC Hartree Centre on real human-behaviour data, including a method for establishing why data is missing before a model is trusted on it.
- Led design and product strategy at Slimming World for a behaviour-change service with 250,000+ members, managing 12 designers and introducing the company-wide design system.
- Authored the UX Strategy & Discovery programme at Slimming World, cutting external training spend by 45% and designer onboarding time by 70%.
- Secured an Innovate UK grant through RTC North and reached three AI Forge pitch finals for Aletheai; selected as a judge for LCC Accelerate 2026 (UAL with the NatWest Accelerator).
- Co-founded Shake Your Power and designed SPARK, the first energy-generating musical instrument: US patent granted, two London Design Award Golds, STEM pilots in the UK, US and India.

Professional experience

Founder & CEO § Dec 2024 – Present

Aletheai (Monomindai Ltd) · London

Founded and lead a behavioural decision-intelligence company: product strategy, architecture, IP, governance and commercial direction. Launching through the Alto (Zoopla Group) marketplace, with the first cohort recruiting.

- **Discovery:** Turned discovery interviews with UK and US estate agents into the product's value proposition and specification.
- **Governance by design:** Made every ranked item carry a plain-English reason and next action, with a recorded refusal when the evidence is insufficient.
- **Delivery and assurance:** Directed AI coding agents under written specifications and review gates; wrote the data-protection and security packs.

Principal UX Strategist · Design Department Manager § 2019 – 2024

Slimming World · Derbyshire, UK

Led design and product strategy for one of the UK's largest behaviour-change services, with 250,000+ active members.

- **Team and systems:** Managed 12 UX, UI and service designers and introduced the company-wide design system across web and mobile.
- **Strategy:** Led the digital North Star strategy across product, marketing and leadership; briefed the C-suite on competitor and trend research.

Founder § Apr 2024 – Present
DiSH Creative Ltd · London (clients UK and US)
AI strategy and applied-AI delivery on contract for commercial and non-profit clients.

- **Language Kids World, Houston:** Mapped a 60-person language-education operation and sequenced AI automations so each relieved the next, taking curriculum development from weeks to hours; found and closed a security gap unprompted.
- **Oversight by design:** Ran board workshops on AI use-case prioritisation and designed frameworks combining rules, model assistance and human oversight.

Lecturer, AI-native product building · Mentor and judge § 2025 – Present
IED Madrid · London College of Communication (UAL) · Madrid · London

- **Teaching:** Teach MA students who are not engineers to ship working products with LLMs and AI coding agents within one course, and run the same programme as in-house company training.
- **Mentoring:** Mentor student and graduate founders at LCC.

Senior Lecturer in Product Design § 2017 – 2019
Nottingham Trent University · Nottingham

- **Teaching and curriculum:** Led Year 1 of the BSc Product Design (100+ students a year), bringing coding, electronics and emerging technology into the curriculum; supervised MA and MSc projects; curriculum consultant, University of Worcester.

Co-founder & Chief Product Officer § 2014 – 2017
Shake Your Power CIC · London · international
Social enterprise in clean energy, music and education; led product, R&D and programmes.

- **Product and IP:** Designed SPARK, the first energy-generating musical instrument: US patent granted and Gold at the London Design Awards 2014; the DIY SPARK kit won Gold in 2015.
- **Delivery:** Ran STEM pilots in the UK, US and India with UCL Academy and the NGO Pratham, and oversaw engineering and manufacturing in Shenzhen.

Founder and Designer § 2012 – 2014
Glass Lab · London

- **Circular design:** Turned commercial glass waste from London businesses into recycled surface products, an early circular-design venture; featured in FRAME Magazine (2013) and across the international design press.

Alongside: Founder, Monogram Publishers (2014–present), an independent publishing house; author of The Art of Getting Stuff Done (2022) and host of the Stand Out podcast.

Patents, research and publications

- **Patent application: behavioural decision intelligence:** International (PCT), priority September 2025. Ranks who or what deserves attention by the evidence, gives a plain-English reason and next action for every item, and records a refusal where the evidence is insufficient.
- **Patent application: action gating for AI agents:** UK, September 2026. Every act an AI agent takes passes through a gate it cannot reach, is registered before it happens and must be justified by evidence the agent did not write. Four further 2026 applications are unpublished.
- **Design Poiesis (2026):** Own design methodology for the age of AI: five moves, two rails and a gate, in which every insight carries its trail. dianasimpsonhernandez.com/design-poiesis
- **Writing:** The Astra Moment and The Black Box Problem (Substack, 2026), on oversight as AI reasoning gets harder to read; MA dissertation, Royal College of Art (2012).

Education and training

Degrees: MA Design Products, Royal College of Art · BA Product Design, Central Saint Martins, University of the Arts London

Training: MIT xPRO, Designing and Building AI Products and Services (2024) · IDEO U, Service Design (2022) · ILM Level 3, Leadership and Management (2022) · Certified Scrum Master (2020)

Skills, affiliations and languages

Tools: Claude, OpenAI and Mistral APIs · AI coding agents · Python · Streamlit · Git and GitHub · Figma

Affiliations: FRSA · AFHEA · Education Ambassador, CREATE **Languages:** English, Spanish (fluent) · Italian (working)

Invited talks: European Commission, Brussels · British Library · University of Leicester · V&A · RCA