

Tony Key

Human-AI Decision Systems · Enterprise Supply-Chain & Data

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Profile

Product design leader with **20+ years** designing complex enterprise software, now focused on the layer that makes AI safe to trust — how expert users **inspect, challenge, approve and learn from** AI-driven decisions. Nine years in supply-chain SaaS translating modelling, data and machine-learning outputs into coherent products for expert users.

Combines systems thinking, commercial awareness and hands-on, code-based prototyping to influence what gets built, reduce product risk, and connect design to data trust, human oversight and business outcomes.

Core Expertise

AI product design / Human-AI decision systems / Agentic & oversight UX / Data trust & provenance / Enterprise supply-chain technology / Systems & platform strategy / Code-based prototyping / Cross-functional leadership

Selected Impact

- Adapted **Navi**, Coupa's AI assistant, from its original Spend Management design to supply-chain modelling — designing the elements it needed for scenario analysis, artefact creation (reports, charts) and model-scenario integration; now extending into Data Flows (ETL).
- Partnered with Applied Research to turn an **AI cost-and-risk forecasting** model into a customer-facing decision-support experience — designing how expert users interpret probabilistic forecasts, weigh trade-offs and act with confidence.
- Designed **Data Flows**, the cloud successor to Data Guru — enterprise-scale data preparation and transformation (ETL) replacing established desktop tooling.
- Helped bring **App Builder** to market in under 12 months, enabling customers to build their own specialised supply-chain applications without engineering support.
- Led design across a connected supply-chain portfolio used by global enterprises including **Coca-Cola, Ford, IKEA and Aldi**.

Independent AI Research

Self-directed research & discovery prototypes on trustworthy AI

Accountability Lab accountability-lab.studio — independent research turning AI oversight obligations (authority, evidence, traceability, contestability, recovery) into working interfaces: Approval Pattern Gallery, Decision Record Explorer, Oversight Console and an Accountability Eval Kit.

Discovery prototypes — Solve Axis, TX-1 Terminal Explorer, SS-1 Signal Shell, Swarm Lite: coded, live demonstrations of trustworthy agentic AI — visible reasoning, bounded autonomy, human approval and full audit trails.

Writing tonykey.digital — long-form essays on AI product architecture and oversight UX for senior product and business leaders.

Professional Experience

Coupa Software / LLamasoft

2016 — Present

Lead UX Designer · Lead-level Product Design

Joined LLamasoft as a consultant, becoming an employee in 2017; Coupa acquired the company in 2020. Lead-level design responsibility across complex B2B products used to model, analyse and improve global supply chains.

- Adapted the Navi AI assistant to supply-chain modelling and designed AI-assisted decision support around probabilistic forecasting — focused on how expert users understand, trust and act on model outputs.
- Contributing to an upcoming **end-to-end AI modelling initiative** spanning ETL, modelling and visualisation across the supply-chain platform.
- Directed UX across multiple product areas and established reusable interaction patterns, balancing delivery with portfolio strategy and platform coherence.
- Translated powerful desktop modelling and data workflows into scalable cloud experiences while preserving the control expert users depend on.
- Aligned commercial, technical and customer stakeholders across product, engineering, research and Professional Services around high-stakes product decisions.

Innovation Group / 1insurer

2015 — 2016

Senior UX Designer · Contract

Led the redesign of a technically demanding B2B insurance analytics product, simplifying how specialist users created, compared, shared and reviewed reports and analyses.

- Reworked the information architecture and project structure to improve data discovery and navigation.
- Designed responsive reporting, onboarding, help and knowledge-base experiences intended to reduce support dependency.
- Validated the new direction through customer prototype testing before the programme was paused following acquisition.

Aston Martin

2011 — 2015

UX/UI Design Contractor

Embedded design partner spanning digital marketing, e-commerce and internal operations, connecting initiatives previously handled by separate departments and agencies.

- Designed the Used Approved vehicle experience, later developed into the Timeless proposition.
- Improved vehicle configurator and material-selection experiences, and built internal tools for dealer communications, parts ordering and marketing.

Earlier Career

Before 2011

Web & Digital Design

Built a foundation in web design, visual communication and digital production before moving into dedicated UX and enterprise product design.

Education

Postgraduate Diploma — Visual Communication in Digital Design	1999 — 2000
University of Central England	
BA (Hons) 2:1 — Industrial Design	1992 — 1995
University of Central England	
BTEC National Diploma — 3D Design	1990 — 1992
Bournville College of Art	

Portfolio Focus

Selected work demonstrates AI-assisted decision support for expert users; the interfaces, records and evaluation that make consequential AI systems governable; and design leadership across a connected product portfolio rather than a single feature.

PORTFOLIO www.tonykey.digital