

DAVID AHERN

Digital Product Builder — Design-Led Technologist — Infrastructure Specialist

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PROFESSIONAL PROFILE

I spent 35 years in IT infrastructure and service management, working across global banking, luxury retail, and corporate headquarters relocations — including direct, regular contact with C-level executives and VIP stakeholders. I'm good with people: comfortable in a room full of strangers, good at listening to what someone actually needs rather than just what they say, and able to stay focused and get the important thing done under pressure.

After redundancy two years ago and being out of work more recently, I put that time to learning something new rather than going straight back into IT. Over the last two to three years I've taught myself web development, AI-assisted tools, video production, and music production — documented on my portfolio site, dPaul.studio. I'm not a coder, editor, or musician by training, but I understand how these things work well enough to build real, working tools and content, and when I hit something I don't know how to do, I find out how to do it. My strength is translating between technical possibility and what a person actually needs — seeing the whole picture, and pushing the details until something works properly for the person using it. It's the part of work that doesn't feel like work to me.

TECHNICAL SKILLS & PROJECTS

End User Computing & Collaboration Support

Hands-on experience supporting video conferencing platforms including Microsoft Teams and Zoom for end users, plus working knowledge of Office 365 administration and support (mailbox/account issues, general O365 environment troubleshooting) gained through frontline and on-site support roles. Extensive EUC device build and rollout experience: fleet MDM deployment and scaling across distributed sites, building and shipping hardware to remote users, and managing full device lifecycle from provisioning through decommissioning.

Digital Design & Media

UI/UX design, typography, and photography. Still learning Adobe Photoshop and Premiere Pro, but comfortable finding my way around both — editing images and assembling video without claiming professional-level expertise. Designed business card artwork and a website concept for one client. Built custom AI TTS workflows for cinematic vehicle showcase videos.

Web & App Development

AI-directed development and code comprehension — rather than writing code from scratch, I use AI to generate and refine HTML/CSS, and rely on my own technical understanding to troubleshoot and piece together the final product. Directed the build and packaging of macOS tools via Gumroad (including Dupe Remove and a WebP Image Converter), developed Autofacts.uk, and am currently building a Stripe-integrated T-Shirt store using Supabase for authentication.

Audio Production

Logic Pro, GarageBand, and extensive hardware and software synth routing. Engineered browser-based software synthesisers including DP-One (Web Audio API / Web MIDI API) and the Yellow Box acid synth, both through AI-directed, step-by-step development. Produced and released original music tracks, including “I Wait For Skylar”, across multiple streaming platforms via DistroKid.

Infrastructure & Systems

ITSM, disaster recovery, systems administration, Active Directory, Office 365, Azure, GCP, Google Workspace, fleet MDM. Originally trained as an IT engineer building and maintaining hardware from component level, before moving to Mac-based systems around 20 years ago.

PROFESSIONAL EXPERIENCE

Director — CitiIT Limited, trading as dPaul.studio

2023 — Present

- Design, direct the build of, and distribute independent software applications, creative media, and digital tools.
- Delivered freelance web design and branding work for a local client, prioritising minimalist aesthetics and usability.

Service Desk Manager (Kering Corporate Office Relocation)

Creed / Kering Beauty, London · Jul 2024 — Feb 2025

- Carried out one-on-one and group domain migrations for the majority of users across two floors of the Aldersgate headquarters, plus external users based at other sites and working from home, achieving zero data loss and earning formal commendation from senior management.
- Managed engineering workflows and remote support via ServiceNow, including setting up and testing POS terminal connectivity (network, printer, payment software) at a Central London boutique store, protecting uptime for luxury boutique storefronts across the wider portfolio.
- Supported end users directly on Teams and video conferencing setup during migration, alongside general O365 environment troubleshooting.

“David, we wanted to thank you so much for all the time spent together and all the hard work you've put in to make sure that we're all migrated safely. We really loved working with you.” — Headquarters Relocation Review, Kering Beauty London

On-Site Infrastructure & VIP Support Consultant

BMI Group, London / Reading · Sep 2019 — Feb 2024

- Coordinated multi-site IT business continuity for an internal infrastructure cluster spanning multiple locations, mainly based in Reading, managing a team of 5 under high-pressure conditions.
- Maintained continuous user support before, during, and after the pandemic — building and shipping hardware out to remote users and scaling MDM fleets across distributed deployments to keep support running throughout, including EUC device build and rollout at scale.
- Managed the full decommissioning of the Piccadilly headquarters, including complex asset collections and hardware refreshes.

Onsite IT Manager

Oxford University Press, Kettering · 2017 — 2019

- Provided 1st and 2nd line support leadership, technical coaching, and operational guidance for a frontline desktop support team.

Banking IT Operations Support Specialist

Santander, Citibank, NatWest · 1990 — 2012

- Administered disaster recovery transitions and batch computing processes across highly secure City of London banking sites.
- Worked extensively with legacy mainframe computing systems, including IBM System 38 and AS400.
- Consistently trusted with C-level and VIP support across the sector, operating without incident.