

NEVE PHILLIPS

Founder and Product Lead

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SUMMARY

Analytical and self-taught product builder with hands-on experience shipping products from idea to launch. Founder of a mental health tech startup with proven ability to translate complex user needs into AI-powered, data-driven solutions. Experienced across product, design, and technical prototyping - with a founder's mindset for rapid iteration, strategy, and measurable impact.

EXPERIENCE

2024 - Present

Remote

● Founder and Product Lead - Solace Mental Health Application

Solace (Tech Startup)

- Built Solace **end-to-end** as a full-stack founder: customer discovery + market/competitor research → business plan + roadmap → MVP build → alpha/beta launch → iteration → multichannel GTM and growth.
- Owned product strategy + UX/UI (Figma) and shipped the core intervention engine: a **7-state autonomic nervous system model** powering adaptive, real-time support.
- Shipped fast with **self-taught multi-AI workflows** (GPT-4, Claude, Lovable) across research synthesis, prototyping, build, QA, and experiment analysis—delivering 150+ interactive mini-app experiences with zero engineering budget.
- Ran alpha/beta and iterated via feedback + data: onboarded 45 beta testers (20 ADHD), with **89% reporting relief within 5 minutes** and 93% preferring Solace to competitors.
- Launched on iOS + Android; **Q1→Q2 traction: +166% impressions, +119% downloads, +134% sessions, +207% proceeds.**

2025 - Present

London, United Kingdom

● Volunteer Refugee Befriender

HostNation UK

- Mentored a refugee adjusting to UK life, balancing individual needs with organisational standards.
- Designed a bilingual meeting plan and scheduling system, achieving **100% attendance consistency** after 4 weeks.
- Applied cross-cultural communication and trauma-informed empathy to build trust and engagement.

2021 - 2024

Hybrid - London, United Kingdom

● Strategy & Product Intern - Zappi

Zappi (Global Marketing Analytics)

- Collaborated cross-functionally with design, data science, and product teams to improve dashboard usability leading to a measurable uplift in client satisfaction scores (**CSAT +12%**).
- Supported strategic research and competitive benchmarking across product workstreams.
- Synthesised customer insights into roadmaps, refining UX and prioritising feature development.

2023

Remote

● Ethics of AI Certification

LSE Online

- Completed an intensive course on the ethical and societal impacts of AI, focusing on fairness, accountability, bias, and regulation.
- Developed frameworks for evaluating responsible AI use in UX design, data handling, and algorithmic decision-making.

2019

Remote

● Entrepreneurship Intern

Peter Jones Foundation

- Designed and pitched a startup concept with GTM and pricing strategy.
- Awarded certification for clarity, creativity, and structured planning.

EDUCATION

09/2023 - 06/2026

London, United Kingdom

● BA Philosophy

King's College London

- Predicted First, GPA 4.0

09/2015 - 06/2022

London, United Kingdom

● A-Levels & GCSEs

Highgate School

- A Levels: A* A* A | GCSEs: 8 A*, 2 A

SKILLS

UX/UI Design

Wireframing

MVP Development

AI-Powered Workflows

A/B Testing & Data Analytics

Product Roadmapping

Leadership

Behavioural Science

Data Privacy & Compliance

Ethical AI