

ABOUT ME

My experience comprises governance, technology, and creative industries. I am a Postgraduate Researcher in Human-Centred AI, researching governance mechanisms to enable the UK's creative industries to thrive amid emerging risks and developments from generative AI. I am also a former internal audit data analytics product owner and governance specialist with 15+ years of experience in finance and over a decade in the creative industries as a music composer, sound designer, and in indie game development. I thrive in collaborative and interdisciplinary environments.

RESEARCH INTERESTS

- AI Governance
- Web Science
- Science & Technology Studies
- UK Public Policy
- Computational Social Science
- Deliberative Democracy
- Digital Humanities
- Discourse Analysis

EDUCATION

University of Southampton

PhD Human-Centred AI
Sept 2025 - Present

Fully-funded interdisciplinary Web Science PhD researching effective governance mechanisms for the technosocial sustainability of generative AI and the UK creative industries. Publications below.

Data Science

General Assembly, London
Jun - Aug 2019

Course covering exploratory data analysis, data visualisation, AI/ML (regression, classification, decision trees), and natural language processing using Python.

Association of Chartered Certified Accountants (ACCA)

2014
Fully qualified via self-study.

University of Southampton

BSc Accounting & Finance (First Class)
2005 - 2008

Dissertation: analysis of the relationship between corporate social responsibility and profitability of UK retail companies.

EXPERIENCE

Propulsion Games Limited | Co-founder

Jan 2020 - Sept 2025

- Co-founded a micro-indie studio specialising in local co-operative transmedia games.
- 5 commercial video game releases as well as a series of literary logic puzzles.
- Managed accounts, tax returns, and trademark registration.
- Contributed music (5 titles), other audio (3 titles), narrative, production, and tooling (2 titles).
- Awarded competitive grant funding from Creative UK for hardware acquisition.
- Selected for participation in Creative UK development programmes.
- Coverage from YouTubers, gaming outlets, and local press.

Freelance | Composer & Sound Designer

Jul 2013 - Sept 2025

- Audio (primarily music, sound design and dialogue editing) for 10 commercial video games.
- Portfolio, project details, and testimonials available [here](#).
- Broadcasts: BBC Sounds: "The Sleeping Forecast" (2023 - 24), BBC Solent: "Introducing" (2023).
- Mentor for the Creative Access "Thrive" mentoring programme (2024).
- Member of the BAFTA Connect programme (2022 - 25).
- TV Ads: Young's Fish - music idents (aired on UK TV Drama) for client Quiet Storm (2018).

J.P. Morgan | Data Analytics & Product Ownership

Aug 2018 - Dec 2023

Data Analytics Solutions Manager - Central Data Analytics Solutions (Global Internal Audit):
Part-time between 2021 and 2023 alongside creative practice above.

- Product ownership of data-driven (including AI/ML) solutions to enhance the capabilities and productivity of the global Internal Audit department of 1,300+ auditors.
- Established an operating model to identify, design, develop, and deliver solutions.
- Helped to establish the capability to track usage metrics and quantify benefit outcomes.
- Delivery of 20+ solutions, including AI-assisted audit planning, fieldwork automation, and data-driven risk assessments.
- Responsibilities included data exploration, collaborating with teams to identify problems, building proof of concepts, and presenting new ideas through firmwide governance channels.
- Collaborated with departmental stakeholders to monitor, track, and manage the progress of projects in order to deliver within the agreed scope, timelines, and budget.
- Facilitated training and live demonstration sessions for audiences of various sizes, seniorities, and levels of data literacy.

Data Analytics Manager - Corporate & Investment Bank Audit Data Analytics:

- Designed and executed data analytics-based testing for 30+ investment bank internal audits.
- Testing included data exploration and profiling, code reviews, report mechanics reviews, complex recalculations/reperformances, and data acquisitions.
- Developed repeatable solutions for recurring fieldwork testing and continuous monitoring.
- Acted in a consultancy capacity advising auditors on performing self-service data analytics.

J.P. Morgan | Governance, Risk & Controls

Sept 2008 - Aug 2018

- **Senior Auditor/Audit Manager:** Led internal audits for Markets businesses, the Chief Investment Office, and Corporate Treasury. Managed audit planning, audit teams, tollgates, fieldwork tracking, and stakeholder discussions of audit findings. Also represented the department in various Business Control Forums.
- **Product Control Analyst/Associate:** Produced and analysed daily P&Ls, risk reports, month-end close, and regulatory reports for desks trading asset-backed securities and derivatives. Also managed a team of four controllers, including performance appraisals and feedback.
- **Market Risk Analyst:** Ensured the appropriateness of risk sensitivity assumptions. Analysed risk measures such as value-at-risk, stress, and basis point valuation.

PUBLICATIONS

- **Javanshir, Matt.** 2026. "Parliament of Things: UK Public Policy, Generative Artificial Intelligence, and the Creative Industries." In Companion Publication of the 2026 18th ACM Web Science Conference (WebSci Companion '26), 83–86. New York, NY: Association for Computing Machinery. <https://doi.org/10.1145/3795513.3807422>
 - **Javanshir, Matthew Mahmood,** Alistair Sackley, and Thomas Irvine. 2026. "Creative Sovereignty as National Security - A Governance Framework for Generative AI". WSI Policy Papers, 02. University of Southampton. <https://doi.org/10.5258/SOTON/WSI-WP016>.
 - **Accompanying policy brief:** Creative Sovereignty: Securing the UK's Creative Future in the Age of AI", WSI Policy Brief, University of Southampton. <https://doi.org/10.5258/SOTON/WSI-WP019>.
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SOFTWARE SKILLS

- **Research and Collaboration:** Overleaf/LaTeX, Zotero, Trello, JIRA.
 - **Python:** Data profiling and analysis, natural language processing, topic analysis, data visualisation.
 - **Data Analytics:** SQL, QlikView, Alteryx, Tableau, Microsoft Excel (Advanced).
 - **Media:** Cubase, Reaper, Sibelius, Audacity, Serum, Adobe Premiere, DaVinci Resolve, Unity.
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TALKS AND ARTICLES

- Speaker and panellist for "Press Start", a class on indie games by the CHAOS Network - a Southampton-based creative network (2025).
 - Wrote a featured article for *gamedeveloper.com* on data-driven tooling in game design configuration (2023).
 - Game audio portfolio reviewer for *Into Games* career day (2022).
 - Speaker for "Game audio and transferable skills" at Southampton Solent University (2021).
 - Panellist for "Getting into Game Audio" for *Into Games* career day (2021).
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INTERESTS

- **Writing:** I enjoy writing creative nonfiction, exploring topics such as technology, game audio, statistics, and minimalism.
- **Independent Filmmaking:** I have collaborated with others to self-produce and edit short films, video game trailers, and event videography. I have also participated in the London 48 Hour short film competitions (*Winner for "Best Editing" 2017, nominated for "Best Sound" 2016*).