



CONTACT

EMAIL

willewe23@gmail.com

LINKEDIN

[william-wedholm](#)

BASED IN

Västerås, Sweden

BORN

2001

DEGREES

M.SC. 2025–2026

Data Analytics in Football

M.SC. 2024–2026

Game Design & Technology

B.SC. 2020–2024

Computer Science

Six consecutive years of study; the two master's degrees taken partly in parallel, alongside work.

COURSES

MAR – MAY 2025

Twelve Football – Pro Soccermetrics, eight-week advanced football data course

FOCUS

Applied AI & agent systems
Knowledge graphs and retrieval-grounded design
Explainable, measurable AI
Interactive and real-time systems

LANGUAGES

SWEDISH

Native

ENGLISH

Fluent

William Wedholm

APPLIED AI & AGENT SYSTEMS DEVELOPER

PROFILE

Developer specialising in applied AI and agent systems. The foundation is a computer science degree, with two master's degrees on top of it: one in Game Design & Technology, one in Data Analytics in Football.

The common thread is grounding. In my master's final project, **The Pitch**, a language model reads a team's game plan but may only answer from a knowledge graph, so every statement traces back to a query, a value and a sample size. Where the data cannot answer, the system says so instead of filling the gap. That is what I want to keep building: systems grounded in real data, explainable to non-technical users, and measurable rather than merely convincing.

EDUCATION

B.Sc. + two M.Sc. degrees

2020 – 2026

M.Sc. Data Analytics in Football

Oct 2025 – Aug 2026

Sports Data Campus

Football data end to end: visualisation, programming, scouting and performance metrics, taught with input from professional clubs. Final project: The Pitch (page 2).

M.Sc. Game Design & Technology

Aug 2024 – Jun 2026

University of Gothenburg

Interactive systems and real-time graphics: designing player experience and interaction, game mechanics, prototyping and gamification, combining creative design with technical development.

B.Sc. Computer Science

Aug 2020 – Jun 2024

Mälardalen University

Programming, algorithms, data structures, databases and system development. The engineering base the rest of my work is built on.

WORK EXPERIENCE

Software Engineer – Internship

Apr 2026 – Aug 2026

IFK Göteborg

Built an internal web platform bringing the club's data, video and documentation into one place for staff who are not technical. Worked across the stack (React and Node.js against Firebase) and owned the UI/UX design, which meant sitting with the people who would use the tool and rebuilding what did not work.

Master's Thesis – Game Design & Technology

Jan 2026 – Jun 2026

Twelve Football

Prototyped a real-time AI companion for football fans. Context engineering: what a language model may say while the match is still running, and how to present data to non-technical fans. Page 2.

Site Responsible

Jun 2022 – Present

Fitness24Seven

Customer service, memberships and facility standards, held alongside full-time studies.

SKILLS

AI & agents

LLM tool calling, MCP connectors, retrieval-grounded (RAG) design, prompt and context engineering, multi-agent architecture design, agent evaluation and traceability.

Data & knowledge graphs

RDF/Turtle, SPARQL, Ontotext GraphDB, ontology and graph modelling, Python, Pandas, Power BI, Tableau.

Software

React, Node.js, Firebase, REST/API integration, databases, UI/UX and data visualisation.

Game design & gamification

Systems design, behaviour and pattern modelling, feedback loops, progression and reward design, real-time graphics, interactive prototyping, playtesting and user evaluation.

TOOLBOX

Python

SPARQL

RDF / Turtle

GraphDB

MCP

React

Node.js

Firebase

Pandas

Power BI

Tableau

StatsBomb

SELECTED PROJECTS

The Pitch – a game-plan agent for football clubs

[Final Master's Project](#) • [M.Sc. Data Analytics in Football](#) • [Sports Data Campus](#) • 2026

A system in which a language model reads a team's game plan and answers questions about it, but is only permitted to answer from a knowledge graph built on real match data. The goal was not a convincing assistant; it was an assistant whose every claim could be checked.

- **Agent architecture.** Designed a three-tier agent model: strategic (the club's playing philosophy), tactical (opponent model and match plan) and operational (behaviour in play), built on four separated knowledge models with different update clocks, so that every claim has a traceable owner and source.
- **Data and retrieval.** Mapped StatsBomb Open Data from UEFA Women's EURO 2025 (41,517 events, 35,788 360° frames, 31 matches) into RDF/Turtle and loaded it into a GraphDB triple store. The language model reaches the data only through a read-only SPARQL connector (MCP), a retrieval-grounded design, so the model cannot invent numbers.
- **Evaluation.** Tested the system as a claim audit: 28 game-plan descriptions and 21 match judgements, each checked against an independently computed indicator. 86 % were verified in both steps; contradicted and not-measurable cases were kept and explained rather than hidden.
- **Trust and explainability.** Made trust a measured property instead of a claim: all 49 statements carry an indicator, a value and a sample size, every query is reproducible, and the boundary of what the data cannot answer is reported explicitly.

Real-time AI companion for live football – Design Prototype

[Master's Thesis](#) • [M.Sc. Game Design & Technology](#) • [with Twelve Football](#) • 2026

A context-aware AI companion built on event data. The design question was what to say, when to say it, and how to present data to non-technical fans, while the match is still running. It was an interaction problem as much as a modelling one. Built as an interactive prototype and evaluated with users in the same loop, so design decisions were tested rather than argued.

Gamification as an engineering requirement

[Running theme across the M.Sc. in Game Design & Technology](#)

A system is only worth building if it is used. I treat the user-facing layer as a proper game loop: a clear goal, immediate feedback, visible progress and a difficulty that fits the user. I design challenge and progression into tools, not only into games.

AGENT DEVELOPMENT – WHERE I TAKE THIS NEXT

- **An agent per player, to simulate outcomes.** The next step is to move from one agent per decision level to one agent per player: each of the 22 players modelled as an agent whose behaviour is parameterised from their own event and 360° data. Running those agents against each other turns a knowledge graph that describes what happened into a simulator of what might.
- **Give each agent a clear role.** Separate agents for finding data, calculating indicators, checking results and writing reports. Narrow roles are easier to evaluate, easier to replace, and make it obvious which step produced a wrong answer.
- **Connect the agents across the club.** A strategic agent maintaining the club's playing philosophy, tactical agents working on specific opponents and matches, and operational agents working with live match data, each with a defined role and explicit rules for what it may pass on to the next.