

Steve Light

AI Automation Engineer · LLM workflows, agents and integrations

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PROFILE

Builder-operator of production AI automations. A decade at Dyson across CRM engineering, global experimentation and Microsoft Copilot agents, and since late 2022 building LLM systems that run unattended: content and video pipelines, e-commerce fulfilment flows, research agents and payments-enabled SaaS. I design, build, deploy and operate the whole stack myself, with 90+ scheduled automations running on infrastructure I manage. British-born, UK-resident, eligible for SC clearance.

SELECTED SYSTEMS, BUILT AND RUN IN PRODUCTION

- **Email-to-product pipeline** for an e-commerce print brand: artwork by email becomes a Printful product, a WooCommerce/Stripe listing and a scheduled social and video campaign with a weekly self-learning hook loop. 15+ scheduled jobs.
- **URL-to-promo-video generator**: fact-checked script, UK TTS with Whisper QA, music and 16:9/9:16 renders on Google Cloud Run. Ten spec videos in a day; about 1.5p per Short.
- **Faceless video channel network**: compose, transform, distribute architecture; daily AI-news episodes, podcast clips to 5 Shorts a day, analytics feedback.
- **Research and outreach agent fleet**: two-source verification, 1,900-record CRM, personalised drafts, regression runners guarding prompt changes.
- **Brand DNA image generator**: guidelines parsed to structured brand DNA, images generated and dual-scored by GPT-4o and Claude, regenerated below threshold. FastAPI, LangGraph, Pydantic.
- **AI document-analysis SaaS**: upload, pay once, receive a plain-English review. React, Express, Supabase RLS, Stripe, Claude API. Live and taking payments.
- **Multi-venue RAG platform**: natural-language questions over 300+ venues using Playwright scrapers, ChromaDB and React/FastAPI.
- **Production estate**: hardened Linux server with 70+ site directories (WordPress, Next.js, Node), TLS/HSTS, monitoring and phone alerts, run by AI agents from per-site runbooks.

SKILLS

LLMs and agents: Claude, GPT-4o, Gemini, open models; Claude Code; LangGraph; RAG with ChromaDB; structured extraction; evaluation and regression testing; prompt-injection guardrails. **Automation and integrations**: Stripe, Printful, WooCommerce, Meta, YouTube and Google APIs; webhooks; scheduled pipelines; Copilot agents; Power Apps. **Engineering**: Python (FastAPI, pytest, Pydantic), TypeScript/Node (Express, Next.js, React), JavaScript, PostgreSQL/Supabase, Docker, PM2, Nginx, Google Cloud Run, ffmpeg.

EXPERIENCE

Digital Optimisation Executive · Dyson

May 2021 – present

- Run global A/B and multivariate experimentation across 50+ markets: prioritisation, building variants in JavaScript/HTML/CSS, presenting results.
- Built multiple Microsoft Copilot agents for test ideation, market analysis and workflow automation; built a global results library in Power Apps.
- Delivered an initiative on one market's site worth about €3.5m in annual revenue.

CRM Developer · Dyson

Oct 2018 – May 2021

- Designed a modular MJML system of 50+ reusable modules on Salesforce Marketing Cloud; onboarding journeys and interactive campaigns across languages.

Platform Specialist · Dyson

Oct 2016 – Oct 2018

- Sub-team lead on a 52-market responsive AEM platform rollout; builds, testing, JIRA coordination and training.

Independent AI Automation Engineer

2022 – present

- Designing and operating the systems above alongside employment; client websites and publishing automation for small businesses.

Web Developer and Director · Self-employed

2008 – 2016

- Bespoke WordPress and custom builds for small businesses; UX and performance work; taught web technologies.

Earlier: Senior Technical Helpdesk Advisor, BT Business and Fujitsu (2006–07); Junior Project Manager, Duke Interactive, London (2006).

EDUCATION

HND Multimedia (Merit), 2003 · BSc Psychology foundation year, London Metropolitan University, 2010 · School for Social Entrepreneurs, 2011 · Ongoing self-directed study in machine learning and AI systems.

ALSO

Exhibiting artist. Founder of what became the world's largest shyness and social anxiety Meetup group.