

Kyle Roberts

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### **Statement**

As an AI Development Lead at JD Group, I am a hands-on AI solutions builder with end-to-end delivery experience across discovery, rapid prototyping, and secure production rollout. I integrate LLMs into real business workflows, automating agent tasks, augmenting knowledge retrieval, and shipping measurable outcomes (AHT reduction, adoption/usage growth, and reliability). Comfortable operating across product, engineering, InfoSec, and operations; equally happy writing code, orchestrating APIs and data pipelines, and defining governance guardrails.

### **Work Experience**

#### **AI Development Lead, JD Sports Fashion plc**

01/2024 - Present

##### **Responsibilities:**

- Own end-to-end AI solution delivery for Customer Care & Ops: discovery → prototype → production, aligning with InfoSec and Data teams.
- Shipped LLM-powered email/task generation and assisted workflows that reduced handling time (multi-minute AHT savings per contact), drove agent adoption, and unlocked measurable yearly capacity gains.
- Built secure RAG pipelines on Postgres/pgvector; implemented embedding/search strategies, caching, and prompt/tooling patterns for reliability.
- Defined governance: data minimisation, PII handling, access controls (OIDC SSO, RLS), prompt logging/evals, incident paths.
- Rolled out internal enablement (playbooks, office hours), tracked usage/adoption, and iterated quickly based on KPI dashboards.
- Platform stack: OpenAI/Anthropic APIs, TypeScript, Power Automate, Supabase (pgvector, RLS), GCP Cloud Run, Vercel, Terraform, Datadog, Grafana.

#### **Junior System Administrator, JD Sports Fashion plc**

06/2023 – 01/2024

##### **Responsibilities:**

- Responsible for the day-to-day management of Contact Centre applications, ensuring high availability and optimal performance of all systems.
- Collaborate with cross-functional teams to identify opportunities for automation and process optimization, contributing to improved customer service metrics.
- Act as a go-to technical expert for all IT-related issues within the contact centre, providing timely and effective solutions to both hardware and software challenges.

#### **Customer Care Senior Adviser, JD Sports Fashion plc**

12/2019 – 06/2023

**Responsibilities:**

- Led continuous-improvement initiatives: reporting, coaching, SOPs, and KPI tracking (CSAT, AHT); handled complex escalations end-to-end.
- Partnered with managers to standardise best practices and run observation/feedback loops that improved quality and consistency.

**Customer Care Adviser, JD Sports Fashion plc**

03/2017 – 12/2019

**Responsibilities:**

- Delivered first-line customer support across voice/non-voice channels; resolved complaints at first escalation and supported team projects.