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Profile

Laying the foundation: A results-driven AI solution architect with 20 years of dancing on a non-sinusoidal waveform between art's poetic chaos and tech's structured and disciplined pursuit of unattainable perfection, I've become a person who sees the bigger picture and focuses on the details to attain deep insights that lead to innovative solutions to difficult problems.

Here's an example of my problem-solving capabilities: As a trusted Databricks Partner and platform administrator, I founded Auspexi and created the Synthetic Data Sharing Platform (SDSP), a modular, scalable, synthetic data platform generating 1 million records/app suite/day whilst maintaining gold standard encryption to suit compliance-heavy sectors who demand the strictest privacy. Our eight suite combination packages deliver superior insights compared to linear situational models that merely reproduce real-world data seeds, whose utility is already exhausted. My focus on generating novel and actionable insights draws inspiration from Chaos Theory's "butterfly effect," which posits that minor initial changes in a dynamic system can yield profoundly divergent outcomes, rendering long-term prediction inherently complex.

I generate novel synthetic data, unattainable in prior paradigms, using 20 open-source AI models and our novel and innovative Authentics 2.0, a self-validating neural network that perceives data realism in an AI generative adversarial neural network (GANs), ensuring synthetic dogs don't suddenly sprout a fifth leg and avoiding one bad apple from spoiling the barrel. My clumsy malapropisms aside, I refuse to live in a synthetic world of 5-legged friends! With truth as my guide in a synthetic world, the systems I build excel at keeping my synthetic data clean and unbiased. Inspired by Kant's synthetic cognition, where mathematical concepts arise from intuition, not just logic; synaesthesia's cross-perceptive qualities, combining real and synthetic data; and the etymology of "Authentic" (auth- "self," hentes "doer"), suggesting a system validated internally, Authentics 2.0 removes human oversight, akin to AI image models learning "four-legged dogs" from 20M images without experts. Current validation methods rely on human oversight (e.g., epidemiologists for CHANGES) and statistical checks (KS tests, KL divergence), risking model collapse or biases; Authentics 2.0's neural validator network "perceives" valid data patterns (au- "to perceive"), delivering a groundbreaking, cohesive validation system.

Whether through my artistic explorations behind the veil of reality or through my groundbreaking technological innovations, I deliver.

Key Achievements

- **Built Auspexi SDSP (2023–2025):** Self-improving, modular Synthetic Data Sharing Platform generating 1 million records/day (43% real, 57% synthetic) across 16 suites (e.g., **CREDRISE**, **CHANGES**), using 20 open-source AI models with MoD-level encryption (**zk-SNARKs**) for compliance, targeting a \$2–3 billion market by 2030. Clients seed real data via a simple interface, with feedback loops fine-tuning models, enabling scalable, scenario-based synthetic datasets without domain experts.
- **Developed Authentics 2.0:** A self-validating neural network inspired by Kant's synthetic cognition, where intuition shapes truth beyond logic, and synaesthesia's fusion of perceptions, ensuring synthetic data mirrors reality—like AI-generated dogs with four legs, not five. It reduces real data reliance to <5% while achieving realism (KS test $p > 0.05$), eliminating human oversight and redefining data validation for global AI training.
- **Configured secure AI workflows as Databricks Partner:** Powering pipelines for government and finance.
- **Pioneered Automated Marketing App (2022–2025):** Built AI-driven CRM dashboard over 1500 hours in 6 months, with API configuration, payment integrations, predictive analytics, chatbot creation (API-trained, deployed), and open-source AI video creation software forking Mochi 1. Surpasses Mochi 1's 480p capabilities with professional editing, speech model tuning, captions, and generative AI for marketing videos. Features self-learning workflows, social media/email campaign automation, and analytics-driven AI marketing manager with human oversight and outlier monitoring, boosting engagement by 30%.
- **Launched Coin Drop Pulse (2020):** TensorFlow-powered browser extension, cutting crypto scam exposure by 90% with **JavaScript**.
- **Built AI Crypto Sentiment Pulse (2018):** AI/ML pipeline for X/Reddit, achieving 85% price prediction accuracy with **PyTorch**.
- **Designed Web3 Wallet (2019):** Global tax-compliant wallet (UK HMRC, IRS) using **Azure AI Foundry** and **Node.js**.
- **Developed AI Dapp (2019):** Decentralized app optimizing liquidity yields with **Solidity**.
- **Led First Cryptocurrency Merger (2018):** Drove technical strategy for Domo Coin/Lupe merger.
- **Designed automatedbiz.co.uk and auspexi.com:** With **React**, **Tailwind CSS**, **TypeScript**, meeting WCAG 2.1 standards.
- **Led Fukushima art project (2011):** United 50+ artists and IHONO for disaster relief awareness.
- **Produced, Designed, and Created a Degree-Equivalent AI Prompt Engineering Course (2025):** Featuring 4,200 hours of practical real-world study and 875 prompt challenges, with verified certification and tools including LLM simulators, workspace, SQL and Python suggestion tools, jobs board, AI mock exams, resume builder, and portfolio for saving prompt templates, plus much more.

Professional Experience

Founder & Lead AI Architect, Auspexi, London, UK

2023 – Present

- Architected AI frameworks for **SDSP Government** and **SDSP Finance**, with 18-field schemas (e.g., `credit_score`, `zk_proof`).
- Built modular pipelines in 2 weeks with **TypeScript**, **React**, **Supabase**, and **Databricks**.
- Partnered with MoD, banks, and NHS, mentoring teams and creating reusable AI patterns.

Founder, Digital Desirability, Guildford, UK

2022 – 2023

- Developed **Automated Marketing App** with **TensorFlow**, **Node.js**, and API integrations for real-time analytics and automation.
- Designed **automatedbiz.co.uk** with **React** and **Tailwind CSS**, achieving accessibility.
- Led freelance teams, boosting engagement by 30% via SEO and social media.

Marketing Executive, Devenia Internet Marketing Limited, Remote

2020 – 2022

- Crafted email campaigns and SEO with **HubSpot** and **Google Analytics**, increasing engagement by 30%.
- Built marketing models with **Python** and **scikit-learn**.
- Ensured UK financial regulation compliance.

Co-Founder, Lupe Cryptocurrency & Head of Core Team, Domo Coin, Remote

2017 – 2019

- Architected **AI Crypto Sentiment Pulse**, **AI Dapp**, and **Web3 Wallet** with **Azure AI Foundry** and **PyTorch**.
- Developed **Coin Drop Pulse**, reducing scam exposure by 90%.
- Led technical strategy for the first cryptocurrency merger.

Owner/Director, Zone Cleaning Services, UK

2000 – 2020

- Managed NHS and national contracts, overseeing finances and HR.
 - Drove digital transformation with **Excel** and **Python**, boosting efficiency by 25%.
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Education & Certifications

- **New Level 2 Award in IT Technologies and Digital Skills**, 2023
 - **New Level 2 Certificate in Website Design and Development**, 2023
 - **Level 2 Digital Marketing Certificate**, Brockenhurst College, 2022
 - **Meta Marketing Partner Certificate**, 2022
 - **Amazon Ads Campaign Optimisation & DSP Certificates**, 2022
 - **Hubspot Marketing Certificate**, 2021
 - **7 CEUs/CPES Penetration Testing and Ethical Hacking**, 2021
 - **Google Fundamentals of Digital Marketing**, 2021
 - **Employment Law**, ACAS, 2020
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Technical Skills

- **AI/ML**: TensorFlow, PyTorch, scikit-learn, Azure AI Foundry
 - **Programming**: TypeScript, Python, Node.js, Solidity, SQL, JavaScript
 - **Tools**: Databricks, Supabase, Netlify, React, Tailwind CSS, snarkjs (zk-SNARKs)
 - **Compliance**: UK GDPR, MoD JSP 440, FCA, SEC, ISO 27001, NIST, DPIAs
 - **Blockchain**: Web3, Ethereum, smart contracts
 - **Web Development**: React, Tailwind CSS, WCAG 2.1, website design
 - **Automation**: API configuration, payment integrations, predictive analytics, chatbot creation, AI video generation
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Creative Achievements

- **Led Fukushima art project (2011)**: United 50+ artists and IHONO in a poetic crusade for disaster relief awareness, blending art with human impact.
- **Invited to a lofty French writers' circle**: Penned an epic *Athene* poem amidst their academic snobbery, then hop-skipped to a realm where recognition's stench didn't choke my creative air—fueling **Auspexi's** truth-driven mission.
- **Published verses in a Physics Journal**: Where my muse outwitted equations, inspiring **Authentes 2.0's** intuitive leap in data validation.
- **Created paintings and sculptures for international art projects**: Informing technical design with a poet's eye.

