

# Shaun McIlroy

AI Product Quality Lead · LLM Evaluation · Technical Investigation

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LLM Evaluation · Model Behaviour Analysis · Technical Investigation · API Debugging · AI Reliability

## PROFILE

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Investigative support professional with 8+ years at Help Scout, currently leading AI product quality and LLM evaluation for production AI features. I've progressed from front-line technical support and escalation triage to designing evaluation frameworks for AI-generated responses — giving me a rare combination of customer empathy, deep technical investigation, and direct experience assessing how large language models behave in real-world environments. I thrive in ambiguity, dig hard after root causes, and care deeply about the systems that help customers succeed.

## EXPERIENCE

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### AI Product Quality Lead · Help Scout

Aug 2024 – Present

*Lead evaluation and reliability efforts for Help Scout's AI-powered product features, establishing how LLM behaviour is measured, tested, and improved in production.*

- Design and operate evaluation frameworks for LLM responses, enabling teams to systematically assess output quality, consistency, and safety before and after release.
- Investigate real-world model behaviour using customer sessions and product data — identifying failure patterns and translating them into prompt improvements and product changes.
- Define reliability and safety boundaries for emerging AI features, identifying when AI responses should escalate to humans or require additional safeguards.
- Partner with Product and Engineering to translate complex system behaviour into actionable insights, grounding AI development decisions in real customer environments.
- Establish feedback loops that allow teams to monitor AI behaviour over time and measure the impact of model, prompt, and product changes.
- Develop practical guidance that helps engineering teams design, test, and iterate on AI features with greater independence and confidence.

### Senior Technical Support Specialist · Help Scout

Mar – Aug 2024

*Focused on high-complexity technical investigations, critical escalations, and strengthening advanced troubleshooting practices across the Customers team.*

- Founded and led the Advanced Triage rotation — designing the onboarding structure, investigation process, and coaching approach that built capability across the team.
- Primary escalation point for critical customer incidents; resolved a major issue for a high-profile customer that prevented significant churn risk.
- Identified systemic product behaviour patterns across the support queue, translating findings into structured insights that informed engineering prioritisation.
- Contributed tooling and workflow improvements that increased investigative efficiency and operational consistency.

### Product Support Analyst · Help Scout

Sep 2019 – Mar 2024

*Investigated complex product behaviour and translated real customer usage into actionable insights for Product, Engineering, and Experience teams.*

- Led deep investigations into defects, SDK issues, and ambiguous system behaviour — producing clear, reproducible findings used to guide engineering decisions.
- Identified recurring trends across customer reports, synthesising systemic insights for Platform, Security, Data Services, and Mobile teams.

- Served as a subject matter expert during PM transitions, contributing customer insight to HIPAA workflow redesign and permission model improvements.
- Mentored teammates through complex troubleshooting, building investigative capability across the support organisation.
- Supported change management by communicating risks, rollout plans, and customer impact for security and infrastructure-level changes.

### **Technical Support Specialist** · Help Scout

Jan 2018 – Sep 2019

*Provided technical support across email and chat, developing early expertise in root-cause analysis and pattern recognition for complex product behaviour.*

- Delivered high-quality support to hundreds of customers monthly while developing deep product and customer workflow knowledge.
- Joined the Triage team handling increasingly complex and ambiguous cases, building foundational root-cause analysis skills.
- Identified recurring patterns and surfaced systemic issues that contributed to early product prioritisation discussions.

### **Support Manager** · Vox Media (The Verge, Polygon, SB Nation, Vox.com) Apr 2015 – Dec 2017

- Provided technical support to editors, partners, and internal teams across the Vox Media network.
- Designed and executed an onboarding process that enrolled 8,000+ contributors into mandatory two-factor authentication.
- Managed communications during site and product outages, triaging issues to Product and Engineering with clear technical context.
- Partnered with QA to test major feature releases across devices and browsers prior to launch.

## **EARLIER CAREER**

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### **Community Manager / Community Moderator** · The Verge & Polygon · 2012 – 2015

Built and trained moderation teams; developed workflows that improved transparency and operational consistency; coordinated with editorial and engineering teams on platform health.

## **SKILLS & EXPERTISE**

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**AI & Product Quality** LLM evaluation · prompt analysis · model behaviour analysis · AI reliability · failure pattern identification · safety boundary definition · production AI monitoring

**Technical Investigation** Root cause analysis · API debugging · SaaS product investigation · issue reproduction · SDK behaviour · SSO/authentication flows

**Support Operations** Escalation triage · high-urgency incident management · CSAT/SLA ownership · process design · team coaching · knowledge building

**Cross-functional Collaboration** Product & Engineering partnership · customer insight translation · change management communication · stakeholder alignment

## **EDUCATION**

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### **BSc Computer Games Technology (Computer Games & Programming Skills)**

University of Portsmouth · 2009 – 2013