

Senh Hoi Ung

AI Tinkerer. I design and ship production software zero to one (0-to-1) with agentic coding: I make the scope and technical calls, AI agents do the implementation, and I ship in short build/test/observe/release cycles.

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19,000+ commits across 20 repos · 1,700+ issues @ 97.8% close · 650+ PRs · 13,100+ evals gating every deploy · 8 live strategies · live broker API

I take a product from idea to production on my own, start to finish. My main build is a swing trading platform on a live broker API, running real capital. Before that I took four businesses from zero to one (0-to-1) and spent 8 years at Canonical (Ubuntu Linux) delivering global data-centre infrastructure across multiple time zones. I work as well in a small team as I do solo, and I've trained, coached and handed over to a fair few people as my roles evolved. I'm also a community builder: I built the largest Brazilian Zouk community online, still the largest today, and ran its live events; I'm now doing the same for Asians & Gingers in Tech. I've been taking technology apart to see how it works since I was 7, and I've never really stopped.

What I've built and shipped

- **auto_pb_swing_trader** (flagship, private production repo). A deterministic pullback swing trading system on Interactive Brokers' live broker API, real capital running today. Built solo end-to-end with agentic AI (Claude Code): ~8 months to ship zero to one (0-to-1), then about 4 months of forward testing and tuning, still maintained. A golden dataset and regression suite gate every deploy. Python, Rust (data service with Redis leader election), React, PostgreSQL, systemd. Paper and live fully isolated, a human checkpoint on every order, every broker call logged. It's my own money, so nothing runs unchecked.
- **SST3-AI-Harness**: the tooling I built to speed up my own work. Multi-agent orchestration harness/framework, 3 generations in. 5-stage workflow. Ralph Review, a 3-tier AI code review (Haiku surface, Sonnet logic, Opus architecture) that auto-restarts on any failure. Pre-commit hooks catch false completions and regressions before they land. Ralph Review is shipped as a Claude Code plugin.
- **hoiboy.uk**: my blog, and a second production system on the same harness (Hugo + Cloudflare Pages). I write there about what I'm building and the lessons along the way. Have a read. Same harness, different domain.
- **ebay-seller-tool MCP**: built to run my own eBay reseller business. Both builder and user of it.

Experience

Founder, HOIBOY AI LTD · London · 11/2024 – Present

- Build custom AI harnesses and agentic workflows for domain experts, and automate the manual, repetitive work they run by hand into software they own and operate.
- Full ownership end to end: audit, architecture, evals, build, rollout, and maintenance.
- Client case studies (CU Architects, Singer & Steel): hoiboy.uk/hire-hoi/ai-consultancy/portfolio

Data Centre Engineer, Canonical (Ubuntu Linux) · London (Remote) · 10/2016 – 11/2024

- Senior lead for global infrastructure delivery across multiple time zones; the engineer translating tech for non-technical stakeholders.
- Negotiated per-kW rate from \$599 to \$285 (saving \$269,263/year); cut a renewal 64% (\$676,550/year); \$1.25M/year aggregate savings; 8 performance awards.
- Trained and coached junior engineers; handed over procurement and remote-hands procedures to the team.

Co-Founder, TANTUNG LTD (part-time, concurrent) · ~2015 – 12/2022

- Built the largest Brazilian Zouk community online (still the largest today) and ran its live events; Programme Director for 20+ major international events; grew annual revenue 35% and enrolment 25%; led a 15-person distributed team across multiple countries.

Earlier career

- ICT Designer, Hurley Palmer Flatt (2015–2016, Mandarin Oriental Mayfair refurbishment) · took a near-bankrupt family takeaway profitable in 4 years, exited (2010–2014) · Co-Founder, EasternDirect and ARCH (2007–2011) · System Administrator, SunGard Availability Services (2005–2007): MET Police clients, SC+ security clearance.

Skills

AI engineering & tooling: harness design, evals, golden datasets, regression suites, agentic workflows, MCP, HITL safety gates. Built with Claude Code (primary), ChatGPT, Gemini.

Tech: Python, Rust, JavaScript/React, Node.js, PostgreSQL, Redis. Libraries include FastAPI, VectorBT, TA-Lib, ib-async, pandas, SQLAlchemy, tokio, axum. Built via the AI agents I direct.

Education & Certifications

BSc (Hons) Computer Science (Network Communications), Kingston University, London (2001–2004)

PMI PMP Certified (2023) · Coaching & Mentoring training (2025) · Python Programming training (2025)