Kevin Rys

Product design engineer leading agile teams · Product design, design systems, AI/ML products

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10+ years taking products from research to front-end code, then leading the teams that ship them, across higher education, finance, and marketing. Recent work includes myIMA, a portal for 120,000+ members; a machine learning tool built with Google; plus a B2B learning platform that brought in $250K in its first quarter.

EXPERIENCE

Institute of Management Accountants (IMA) · Montvale, NJ (remote)

Senior Manager, User Experience — Aug 2026 – Present

Principal UX Designer & Architect — Dec 2024 – Aug 2026

- Launched myIMA, the member portal for 120,000+ members, in August 2026, owning the research, IA, prototypes, plus the entire front end.
- Merged 40+ pages into five areas used by tens of thousands of members a month, cutting support tickets.
- Kept a small team on pace with AI-assisted development, building against a typed data contract, then switching each area to live data as it came online.
- Designed a read-only support view so staff see each account as the member does, then escalate the real issue.
- Built Ledger, the third version of IMA's design system, now shared across imaglobal.org, imatoday.org, and myIMA.
- Designed and launched a B2B online learning platform in four months, bringing in $250K in its first quarter with $2M in projected annual revenue. It won Thought Industries' 2024 Power Launch Award.
- Researched, designed, and launched a digital publication with custom branding in two months.
- Joined as a contract UX engineer in April 2024, hired full-time as Principal that December, then promoted to lead a small team of designers and developers after the myIMA launch.

Southern New Hampshire University (SNHU) · Manchester, NH (remote)

Lead Product Designer — Jun 2023 – Nov 2023

Senior UX Product Designer — Dec 2021 – Jun 2023

- Led design for a machine learning tool, built with Google and the Bill & Melinda Gates Foundation, that matches learners' work experience to SNHU courses for credit.
- Raised multi-course matching task success from under 30% to over 90% by redesigning the flow. In testing, 81.8% of staff said it would improve their process.
- Recommended building for staff first, backed by a service blueprint, with student features to follow.
- Prototyped an alpha for engineering and a beta for stakeholders, then worked out match scoring with Google.
- Presented the research to 200+ colleagues, including senior leadership. The alpha went to Admissions and Registrar staff in August 2023.
- Mentored a junior designer. Where the design system fell short, proposed new components, then designed them with the system team.

Butte College · Oroville, CA (hybrid)

Webmaster — Jan 2019 – Dec 2021

- Redesigned Search for Classes for mobile in under two months with no rebuild budget, increasing mobile searches 400% while cutting support tickets 88%.
- Led the college website redesign and content migration, lifting conversions 46%.
- Cut the site's bounce rate 14% through A/B testing with Google Analytics.
- Built the college's design system and style guides, so sketches could go straight to high fidelity.
- Set ADA compliance standards and publishing workflows, then trained staff to update their own content.

OmniMeta / Sochule Inc. · Chico, CA
Director of Design & Development Oct 2017 – Aug 2018
VP of Design & Technology Nov 2016 – Oct 2017

- Built e-commerce tools across web and mobile that raised profits by more than 50%.
- Recruited and mentored global teams of designers plus engineers.
- Turned business requirements into design briefs for websites, native mobile apps, newsletters, and marketing.
- Delivered projects ahead of schedule and under budget through contractor management.
- Joined Sochule as a project manager in September 2015, then rose to creative director, then VP, in 14 months.

Vander Group / White Rabbit Group · Reno, NV
Senior UX/UI Designer & Developer Oct 2014 – Sep 2015
UX/UI Designer & Developer Oct 2012 – Sep 2014

- Helped grow the company from $500K to $5M in annual revenue through conversion-focused design.
- Took B2B/B2C startups, including AppSprouter, from concept to launch, contributing to over $30M in fundraising and acquisitions.
- Designed and coded client apps, internal systems, plus API integrations, from wireframes to production code.

INDEPENDENT PRODUCTS

Ryske Ventures LLC · Philadelphia, PA
Founder, designer, and engineer 2026 – Present

- Designing and building TradeHarbor, an AI research app for self-directed traders, from the brand to the machine learning model. It launches in November 2026.
- Building Sometime, an app that turns “we should hang out sometime” into a plan. It launches in early 2027.

SKILLS

Design: Product strategy, user research, usability testing, information architecture, interaction design, prototyping, design systems, accessibility (WCAG), AI/ML product design

Engineering: HTML, CSS, JavaScript, TypeScript, React, Next.js, Tailwind CSS, Storybook, AI-assisted development

Tools: Figma, Adobe Creative Cloud, Sketch, Claude Code, GitHub

Leadership: Team leadership, mentoring, cross-functional collaboration, stakeholder alignment, roadmapping

Industries: Higher education, ed-tech, professional associations, finance, e-commerce, B2B/B2C

EDUCATION

MBA · Southern New Hampshire University In progress

BA, Digital Media & Photography, minor in Ethics, Justice & Policy · California State University, Chico

AWARDS & CERTIFICATIONS

Power Launch Award · Thought Industries, 2024, for IMA’s B2B learning platform

#42 of the Top 100 University Website Designs · GloryWebs, for the Butte College website

ACE Award, Best Non-Local Promotion · American Marketing Association

Coaching and Mentoring · AICPA, 2022

Figma for UX Design · LinkedIn, 2022

VOLUNTEERING

Boys & Girls Clubs of the North Valley · Volunteer