Ry Bealey

AI Systems & Implementation · Product and Systems Design · Support Operations

Austin, TX · hello@ryanbealey.com · ryanbealey.com · linkedin.com/in/ryanbealey · github.com/rybealey

SUMMARY

I turn web, infrastructure and payments problems into specs, data models and working software, with AI as the build partner. Nearly twelve years running SERVERIZZ, now leading its rebuild; eight years on Apple's front line.

EXPERIENCE

Product and Operations Lead, SERVERIZZ, Austin, TX · Dec 2014 – Present

- Shipped a self-service customer portal (Laravel, Vue, PostgreSQL) where customers deploy and manage their own Vultr servers, networks, load balancers and firewalls, with a staff admin console.
- Leading the move from ClientExec to usage-based billing: a 42-table data model around an append-only ledger, rerun-safe hourly metering, prepaid balances and card data kept off our servers.
- Launched an AI support agent (Intercom Fin) with guidance, escalation and routing rules, and response targets of one and four business hours.
- Launched Grid Hosting on CloudLinux and cPanel/WHM; migrated and audited 13 accounts and contained malware two of them brought from the previous host.
- Directed the website rebuild: a 35-page Drupal information architecture, a 29-component design system with WCAG AA themes, and GTM and GA4 analytics.
- Host around 15 clients across the United States on shared hosting, clustered DNS and VPC-secured virtual machines, and build WordPress sites for clients such as URChoices.

Apple, Austin, TX · Jul 2018 – Present

Sales Chat Specialist, Retail Customer Care · Mar 2022 – Present

- Guide purchase decisions over chat, train new specialists, and lead testing of the team's contact center tools with feedback to developers.

Apple Support Community Moderator, six-month rotation · Aug 2023 – Feb 2024

- Moderated community content and resolved conflicts.

Product Zone Specialist, Apple Domain Northside · Sep 2021 – Mar 2022

Knowledge Management Specialist, AppleCare BPR · Mar 2021 – Sep 2021

- Rewrote and migrated 300+ knowledge base pages to a new global platform and beta tested it before rollout.

Technical Support Advisor, AppleCare · Jul 2018 – Sep 2021

Project Manager, UCF Center for Entrepreneurial Leadership, Orlando, FL · Aug 2016 – Nov 2017

- Led a team of four designers producing digital and print work.

PROJECTS

- **ryanbealey.com and Publisher:** A server-rendered Astro site reading MariaDB live, with a token-authenticated publishing API and a native SwiftUI macOS app that posts to it.
- **PixelRP:** A design system, 15+ game features and implementation-ready specs for a browser-based roleplay game.
- **Impeccabyte, LLC:** A merchant services agency on Maverick Payments, with TSYS and Fiserv/Clover processing.
- **Ryvanse:** Brand identity and an animated broadcast package for a gaming and streaming brand.

SKILLS

- **AI implementation:** Spec-driven development with Claude Code, Intercom Fin setup and routing
- **Payments and systems:** Ledger and billing design, Authorize.Net, PayPal, Stripe, data modeling, API design and integrations
- **Product and design:** Information architecture, design systems and tokens, WCAG AA accessibility, pricing
- **Technology:** Laravel, PHP, Vue, React, Astro, TypeScript, Swift, Drupal, WordPress, PostgreSQL, MySQL, Redis, Docker, Linux, cPanel/WHM, Cloudflare, GTM and GA4

EDUCATION

B.A. Digital Media, Web Design specialization, University of Central Florida · 2019

Coding Bootcamp Certificate, University of Central Florida · 2019