

Ryan Powers | ryanlpowers1@gmail.com | Phone: (508) 932-4131

Professional Experience

U.S. Digital Corps

Product Manager | U.S. Department of Veterans Affairs, Office of the CTO (*August 2023 – Present*)

- **Core Veteran Experience Crew (Sep 2024 – Present)**
 - **Driving the redesign of the VA.gov customer feedback intercept survey**, leading discovery, technical scoping, and implementation to enhance user experience and data accuracy.
 - **Leading agile product development cycles**, balancing complex stakeholder relationships, policy constraints, and technical feasibility under tight deadlines.
 - **Conducting A/B testing on survey changes**, measuring impact on response rates and engagement.
 - **Delivering analytics enhancements** by collaborating with data scientists, designers, and engineers to improve organizational insights into user behavior.
 - **Applied AI and machine learning (Python, GPT)** to analyze open-text survey responses, extracting actionable product insights.
 - **Developed an automated PII redaction tool**, ensuring privacy compliance before data analysis.
- **Benefits Portfolio (April 2024 – Sep 2024)**
 - Led cross-functional teams to improve VA Pension and Dependents Management forms, enhancing accessibility and user experience.
 - Implemented an outcome-driven product strategy, integrating user-centered design principles.
 - Initiated analytics enhancements using Google Analytics 4, DOMO, and Datadog to refine feature tracking and user behavior insights.
- **VA.gov Chatbot / Conversational Experiences (Aug 2023 – April 2024)**
 - Spearheaded the development and launch of the VA Disability Ratings chatbot feature, leading discovery, research, and technical scoping.
 - Designed a proof-of-concept architecture for chatbot disambiguation, leveraging Microsoft Copilot Studio and machine learning.
 - Led a backend content reorganization to improve user intent recognition, increasing query resolution by 15%.

Analyst, Digital Service Network | Beeck Center for Social Impact + Innovation (*Jan 2022 – July 2023*)

- Co-led the design and agile development of the DSN project website, incorporating user-centered design.
- Developed strategic guidance for state and local governments on digital service teams, collaborating with U.S. Digital Response.
- Presented findings from digital government research to 100+ civic tech practitioners.

Portfolio Manager | BNY Mellon Wealth Management (*June 2018 – June 2021*)

- Managed a \$20M segment of a \$2.1B client portfolio, advising on investment strategies and risk management.
- Led initiatives to streamline reporting for a \$500M institutional client base.

Skills & Tools

- **Technical:** Agile Development, Product Management, UX Research, Python, Data Analytics, Gen AI Tools, Survey Design
- **Interpersonal:** Stakeholder Management, Team Leadership, User-Centered Design

Education

Georgetown University – M.A. in Communication, Culture & Technology (STEM), 2023

The Catholic University of America – B.S. in Finance, 2018