

RAYMOND UZWYSHYN, Ph.D. MBA MLIS

Digital Experience, AI & Platform Strategy Executive | Candidate: Senior Design Director, Member XD

Riverside / Los Angeles Region | ruzwyshyn@gmail.com | 512.521.6893 | rayuzwyshyn.net | [Creative AI Portfolio](#)

EXECUTIVE PROFILE

Digital experience, AI and platform-strategy executive with more than 20 years leading multidisciplinary organizations responsible for web platforms, online learning, content and discovery systems, metadata, digital media, research technologies and emerging-technology adoption. Directed teams up to 45 FTE and budgets up to \$8.8M, including award-recognized digital learning and research environments serving large, distributed user populations. Combines executive operating experience with deep film/media training and hands-on generative-AI practice. Strongest Netflix Member XD fit: discovery architecture, cross-functional platform transformation, AI-forward organizational capability, senior-leader enablement and translating complex technologies into usable human experiences.

MEMBER XD FIT

Discovery & Content Architecture	AI-Forward Experience Strategy	Executive Org Leadership	Global / Accessible Digital Experience	Film, Story & Media Fluency
Search/browse environments, metadata, repositories, digital libraries, online course guides and multimedia systems.	Hands-on AI video/image/sound practice, model benchmarking, workshops, playbooks and governance.	Senior roles leading 22 to 45 staff, budgets to \$8.8M and matrixed campus / vendor / stakeholder partnerships.	Distributed online audiences, ADA/copyright QA, international AI/digital-literacy programs and course-scale user support.	NYU Cinema/Media Studies Ph.D., Everson Film Archives, screenwriting, film criticism and generative-frame practice.

SELECTED LEADERSHIP EXPERIENCE

Acting AUL for Research & Technology / Director of Research Services — University of California, Riverside Libraries | Riverside, CA | 2024–Present

- Lead Research & Technology services supporting faculty, graduate and undergraduate research; AI literacy; research data; GIS; digital scholarship; makerspace/innovative-media spaces; and technology-focused research partnerships.
- Operationalize AI as institutional capability through practical workshops, model evaluation, AI video and multimodal demonstrations, research-data/agent AI blueprints, playbooks and cross-unit service design.
- Supervise and coordinate cyberinfrastructure, AI/data literacy, digital scholarship, GIS and makerspace staff while translating emerging technologies into scalable services and executive strategy.

Associate Dean, Research Collections, Strategy & Research Impact Coordinator — Mississippi State University Libraries | Starkville, MS | 2022–2024

- Led collections, metadata, electronic resources, thesis/dissertation review, learning commons, faculty research partnership grants and research-impact initiatives with approximately \$7.5M collections/material budget scope.
- Served on dean's advisory and senior leadership structures, connecting digital-resource strategy, faculty research support, governance and budget decisions.

Director, Research Collections & Digital Services — Texas State University Libraries | San Marcos, TX | 2014–2022

- Directed Collections & Digital Services division: 45 FTE, \$8.8M budget, digital libraries, web services, metadata, cataloging, acquisitions, electronic resources, digitization, repositories and preservation.
- Created and governed sustainable digital library systems, services and collections; advanced content architecture and research discovery ecosystems across a large university environment.
- Contributed to award-recognized digital scholarship infrastructure, including Campus Technology 2021 Impact Award recognition for Texas State digital scholarly research system.

Director, Online Libraries / eLearning — American Public / American Military University System | Online / Charles Town, WV | 2011–2014

- Led 22-person online library organization for a large distributed online university; coordinated online learning resources, information literacy, online library operations and digital curriculum support.
- Helped direct APUS Online Course Guides project: web-based curricular/discovery environment across 80 programs and more than 1,800 courses, collaborating with geographically distributed faculty and online librarians.

- Project recognized by IMS Global Learning Impact Gold Medal, Association for Continuing Higher Education Creative Use of Technology Award and NUTN Distance Education Innovation Award.

EARLIER EXPERIENCE

Head, Digital & Learning Technologies / Associate Professor — University of West Florida Libraries

Led library IT, learning technologies, information commons, digitization, multimedia, web infrastructure, desktop/media services and digital-resource strategy.

Webmaster / Web Services Librarian / Assistant Professor — University of Miami Libraries

Designed and managed library web presence, digital libraries/resources, online instruction, digital design and e-reference/systems development.

Film Library Coordinator — New York University Annenberg Media Center / William K. Everson Film Archives

Coordinated one of the world's largest privately held commercial film archives; exhibitions and research liaison with MoMA Film Library, Lincoln Center Research Library, NYPL and Anthology Film Archives.

SELECTED EVIDENCE & WORK SAMPLES

- Creative AI Portfolio: AI video, generative image, AI art, screenwriting, story bible, film criticism and moving-image practice — rayuzwysyn.net/CreativePortfolio2026.html.
- AI Video for Research, Teaching & Learning: model-by-model survey and hands-on methodology for AI video, image and sound workflows.
- Building AI Capacity: Strategic Multi-Unit Integration Model: CNI National Project Briefing; UCR AI literacy and research-technology portfolio.
- New Horizons in AI for Libraries: Editor, De Gruyter / IFLA Publication Series; AI-infrastructure and machine-learning work across knowledge institutions.
- APUS Online Course Guides: award-recognized multimedia curricular/discovery system; 80 programs, 1,800+ courses, faculty/librarian collaboration.
- Texas State Digital Scholarly Research System: Campus Technology Impact Award recognition; digital scholarship, repositories, metadata and research ecosystem.

EDUCATION

Ph.D., Media Studies / Cinema Studies, New York University — Jay Leyda Dissertation Award

M.A., Media Studies / Cinema Studies, New York University | MBA, IT Management, American Public University | MLIS, University of Western Ontario

Certificate, Multimedia & Web Design, New York University | Certificate, Business Information Systems | B.A. English / Film, University of Manitoba