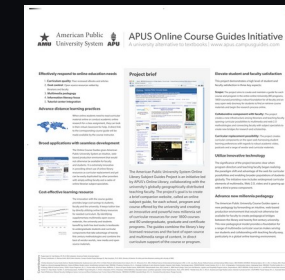


Digital Experience, Discovery Systems & AI Strategy

A rebuilt, evidence-based executive case portfolio: large-scale digital platforms, content discovery systems, AI-forward craft, and film/media fluency.

Raymond Uzwyshyn, Ph.D. MBA MLIS
Riverside / Los Angeles region
ruzwyshyn@gmail.com | rayuzwyshyn.net



The Member XD value proposition

Large-scale digital experience leadership + AI-forward media practice + content discovery systems.

1 Digital experience organizations

- Led web, metadata, online learning, digital libraries and research technology portfolios.
- Managed interdependencies across IT, faculty, libraries, vendors and executives.

2 Discovery + content architecture

- Built and governed systems where users find, browse, select and reuse digital content.
- Grounded in metadata, search, multimedia, course guides, repositories and moving-image archives.

3 AI-forward leadership without hype

- Hands-on with generative image, video, sound and reasoning models.
- Turns experimentation into education, evaluation, governance and practical adoption.

45

FTE organization

\$8.8M

budget led

22

online staff

1,800

courses

100+

AI/media essays

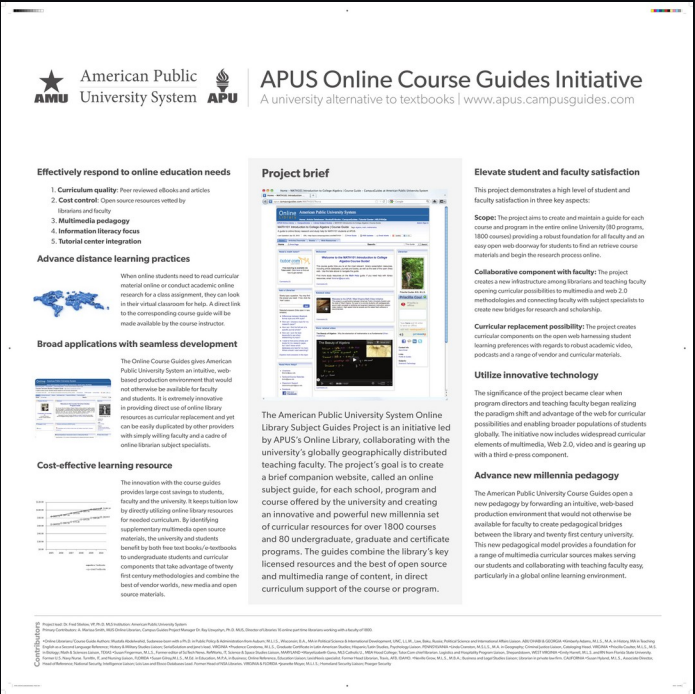
Ph.D.

media studies

Sources: rayuzwysbyn.net vita; Creative AI Portfolio; APUS Online Course Guides project materials; Campus Technology Impact Award materials.

Designing for large distributed online audiences

APUS Online Course Guides: a university-scale web experience for discovery, curriculum navigation and multimedia learning.



What mattered for Member XD

- Browse/search companion-web model across 80 programs and more than 1,800 courses.
- Distributed collaboration with faculty, online librarians and subject specialists.
- Multimedia, licensed/open materials, tutorials and literacy pathways in one production environment.
- Recognized by IMS Global Learning Impact Gold Medal, ACHE Creative Use of Technology and NUTN Distance Education Innovation Award.

80

programs

1,800

courses

16

online PT librarians

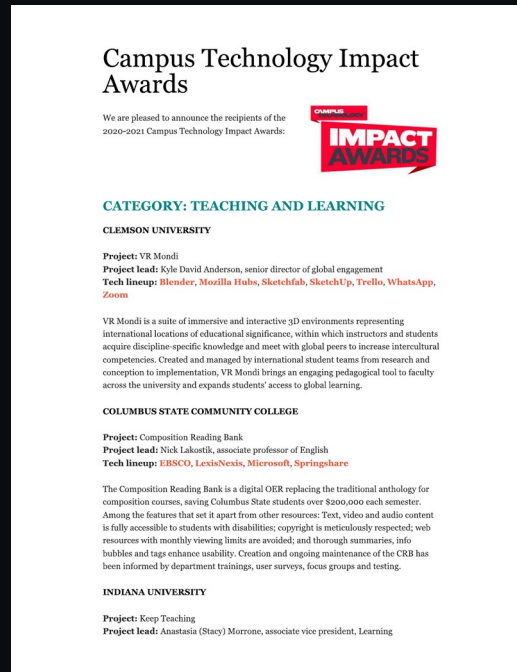
Gold

IMS Global award

Relevance: discovery, browsing, globalized access, multimodal content, scalable governance and cross-functional alignment.

Platform transformation: digital scholarship, metadata and discovery

Texas State: 45-FTE Collections & Digital Services portfolio, \$8.8M budget, web services, metadata and repositories.



Executive operating pattern

- Set strategic direction across collections, digital services, metadata, web services and digital systems.
- Built governance for content, infrastructure, preservation, repositories and digital scholarship.
- Translated institutional research needs into scalable services, systems, budgets and roadmaps.
- Campus Technology Impact Award recognition for digital scholarly research system.

45

FTE

\$8.8M

budget

2021

impact award

Metadata

discovery core

Relevance: business/product interdependencies, metadata-rich content systems, decision governance and measurable platform transformation.

Operationalizing AI across teams, craft and governance

UCR Research & Technology: AI literacy, research services, digital scholarship, GIS, labs, makerspace and model evaluation.



AI-forward Member XD translation

- Develop AI fluency as an organizational capability, not a one-off tool demo.
- Benchmark models by real tasks, artifacts, constraints and failure modes.
- Move from workshops to playbooks, reusable prompts, evaluation and governance.
- Bridge creative teams, technical units, policy questions and executive strategy.

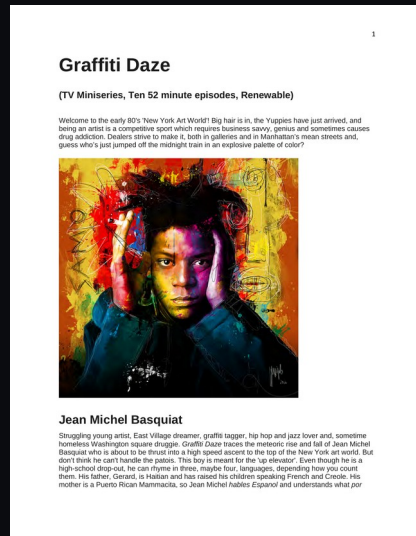
Explore → Prototype → Evaluate → Govern → Scale

The design-leadership argument: create an AI operating model for craft quality, decision quality and responsible acceleration.

Source evidence: UCR AI Video presentation, UCR AI literacy workshops, CNI AI capacity briefing and AI benchmarking publication record.

From film archive to generative frame

A media foundation: moving-image culture, screenwriting, criticism, archive work and current AI video practice.



Why it matters here

- Member XD is entertainment discovery, anticipation and viewing behavior - not generic interface work.
- Film/media scholarship and archive experience ground judgment about moving-image culture.
- Screenwriting and story analysis support arcs, moments, tone, previews and emotional selection.
- Generative media practice adds future-facing fluency without losing archival discipline.

Source evidence: Creative AI Portfolio; Everson Film Archives; NYU Cinema/Media Studies; Graffiti Daze story bible; AI video practice.

How I would lead AI-forward Member XD craft

A leadership system for integrating human-centered AI into design practice without confusing novelty with member value.

01

Sense

Member need, business objective, content context, dissenting stakeholder views

02

Frame

Experience principle, decision metric, risk boundary, craft standard

03

Prototype

Fast artifacts: flows, concepts, motion, content strategy, research stimuli

04

Validate

Research signal, metric movement, accessibility, quality, edge cases

05

Scale

Playbooks, governance, design-system patterns, leader enablement

Leadership stance: farm for dissent early; make assumptions visible; use data and member research to de-risk high-craft work; delegate with clear decision rights.

Mapped to the Netflix brief: AI-forward XD, decision quality, experimentation, cross-functional alignment and executive management.

How the evidence maps to Member XD responsibilities

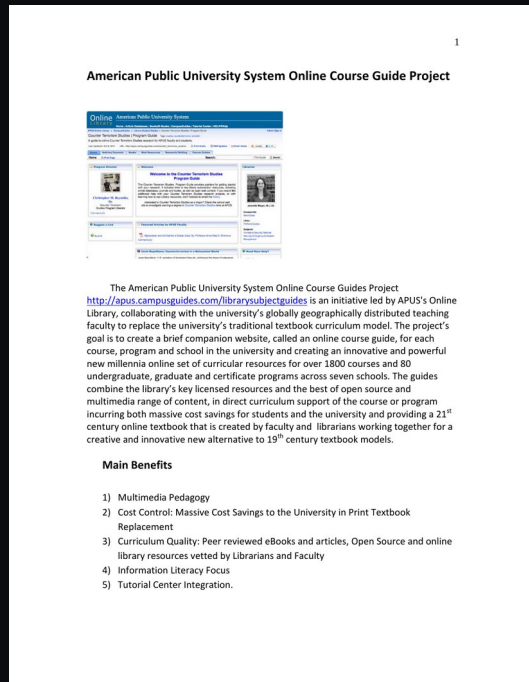
The portfolio translates adjacent evidence into the role’s leadership problems.

Member XD area	Evidence from work	Netflix-relevant capability
Discovery & browsing	APUS course guides, metadata, repositories, web services, search/browse environments	Content architecture, navigation, personalized discovery principles
Playback & viewing	Film archive, story analysis, AI video, multimodal teaching, screen craft	Viewing context, previews, subtitles/audio literacy, narrative moment selection
Kids & family	Distributed online learning, user guidance, information-literacy pathways	Clear navigation, cognitive load, scaffolding, family-safe discovery logic
Globalization & accessibility	Online/global faculty collaboration, ADA/copyright QA, international digital-literacy work	Localized, accessible, culturally literate experience frameworks
AI-forward XD	Hands-on GenAI tools, model benchmarking, workshops, governance, playbooks	AI craft acceleration, artifact creation, evaluation and responsible adoption

Intent: strengthen interview narrative while keeping the claims honest and tied to verifiable work.

Creating leverage through senior leaders

The role requires executive management: organizational clarity, decision systems, and talent enablement.



Leadership behaviors to emphasize in interview

- Set explicit decision criteria, success metrics and escalation paths for ambiguous work.
- Invite dissent before decisions, then align leaders behind the chosen direction.
- Reduce fragmentation by clarifying ownership across design, product, engineering, data and research.
- Develop senior talent through delegated authority, candid feedback and succession-minded org design.
- Separate beautiful artifacts from measurable member and business outcomes.

Evidence base: executive roles, director/associate-dean scope, national/international awards and cross-functional committees.

Work samples and source trails

Use this page as the application's portfolio index: concise, scannable and verifiable.



Vita / leadership record

rayuzwysyn.net



Creative AI portfolio

CreativePortfolio2026.html



AI Video presentation

AI Video for Research, Teaching & Learning



APUS course guides proof

Online Course Guides poster

Application positioning line: executive digital-experience leader who understands content discovery, AI-enabled craft and entertainment media from the archive through the generative frame.

The narrative to carry forward

A focused answer to why this background belongs in a Member XD conversation.

One-minute positioning

“My career has been about helping large audiences find, understand and use complex digital content. I have led platform, metadata, web, online learning and AI organizations at scale; I have built award-recognized discovery and learning systems; and I bring a film/media foundation that connects product experience to the emotional logic of entertainment. For Member XD, I would lead through evidence, dissent, strategic clarity and AI-forward craft: creating the conditions for senior designers to ship experiences that make members happier and move the business forward.”

Do not overclaim direct TV/mobile product ownership. Make the adjacent case: discovery systems, executive operating scale, AI strategy, media literacy and global digital experience leadership.

