

RYAN HUMPHREY

Product Manager | Operations & Growth

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PROFESSIONAL SUMMARY

Operations leader transitioning a proven track record of cross-functional team management into product strategy and technical execution. Skilled at architecting scalable workflows, building internal automation tools, and designing user-centric growth loops in high-velocity environments. Currently building hands-on technical experience in e-commerce architecture, CRM automation, and recommendation-engine design, using AI-assisted development tools to plan, build, and ship faster across every active project.

CORE COMPETENCIES

Product & Strategy	Operations & Systems	Technical & Tools
Go-To-Market (GTM) Strategy	Workflow Architecture	AI-Assisted Development
Feature Scoping & PRDs	SLA & Capacity Planning	Custom ERP/CRM (VBA/Macros)
Pricing Architecture & Margins	Cross-Functional Leadership	UI/UX & E-Commerce Design
Gamification & Growth Loops	Quality Assurance & Audits	Next.js & Supabase
		Relational Database Modeling

CURRENT PROJECTS & TECHNICAL PORTFOLIO

Lead Product Strategist & Developer | *Blanq MFG (formerly Bored Printing Co.)*

Ongoing

- Business Transformation & Strategy:** Leading the digital transformation and rebrand of a commercial print facility, using AI-assisted tools to plan and shape the strategy, shifting the operating model from a high-friction “design-to-quote” legacy process to a self-serve “design-to-buy” e-commerce architecture.
- Product Definition & E-Commerce Architecture:** Authored a 6-month operational roadmap establishing a defined offering catalog and productized pricing tiers; architecting a front end with live pricing calculators, integrated art uploads, and automated order confirmations to capture revenue outside business hours.
- Tech Stack Modernization:** Leading the full website build using AI-assisted development tools, while auditing legacy production tools (e.g., Printavo) for deprecation, with the goal of consolidating sales pipeline, CRM, and fulfillment workflows into one scalable system.

Product Builder | *The Parlour Wine Bar*

Ongoing

- Recommendation Engine (“Ask the Sommelier”):** Using AI-assisted tools to plan and build a guest-facing discovery feature that digitizes the domain expertise of the Executive Chef and Sommelier, mapping user-input flavor profiles against restaurant inventory to deliver accurate, asynchronous table-side recommendations at scale.
- Website Development:** Designing and building the venue's website end to end, using AI-assisted development tools to move quickly from concept to live site.

Product Builder | *The Parlour Burger and Brunch Bar*

Ongoing

- Automated Reputation Management System:** Using AI-assisted tools to plan and architect a closed-loop feedback system with conditional data routing, escalating negative sentiment to an internal QA dashboard for service recovery while routing positive reviews to a front-end marketing display to build social proof.
- Website Development:** Also building this location's website, applying AI-assisted development tools to keep the build fast and lean.

PROFESSIONAL EXPERIENCE

Shift Lead | *Buffalo Wild Wings (Go), Las Vegas, NV*

Mar 2026 – Present

- **Workflow Architecture & Time-Gating:** Designed a time-gated operational workflow, structuring end-of-day operations into discrete phases (e.g., 7 PM, 8 PM, Close) to optimize task allocation without disrupting high-velocity late-night service.
- **Quality Assurance & Audit Trails:** Established an accountability process requiring explicit assignee verification and secondary managerial sign-off for critical QA tasks, including financial reconciliation and temperature compliance.
- **Fulfillment Optimization:** Standardized inventory staging and replenishment at key fulfillment stations prior to closing, reducing workflow friction and accelerating end-of-shift timelines.

Tour Guide | *Underground Donut Tour, Las Vegas, NV*

Feb 2026 – Present

- **Growth Product Strategy & Retention:** Designed a gamified loyalty program (“Donut Passport”) using behavioral-economics principles, including completion bias and scarcity, to drive repeat bookings and increase customer lifetime value across tour routes.
- **Feature Design & Engagement:** Designed progressive milestone incentives, seasonal scarcity loops, and tier-based rewards to convert single-ticket guests into repeat customers.
- **Viral Loops & KPI Definition:** Integrated social-sharing mechanics and completion badges to drive organic growth; defined core success metrics for conversion and cross-market adoption.

Shift Leader | *Stephanos Greek & Mediterranean Grill, Las Vegas, NV*

Sep 2025 – Jan 2026

- **Workflow Routing & SLA Optimization:** Engineered a priority-routing system for the Kitchen Display System based on order channel (dine-in, take-out, third-party), including an exception-handling protocol to escalate delivery tickets on driver arrival.
- **Supply Chain & Inventory Logic:** Proposed dual threshold-based inventory replenishment models to balance production efficiency against service risk, standardizing reserve levels to align with exact unit increments.
- **Operational Compliance Modeling:** Built a cross-functional accountability matrix mapping 20+ operational duties to roles, frequencies, and cadences, standardizing facility maintenance and supply-chain hygiene.

Career Break: Full-Time Caregiver

Nov 2022 – Sep 2025

- Took a planned career hiatus to serve as full-time caregiver for a family member. Family obligations are fully resolved; actively re-engaged in the workforce and pursuing product and operations roles.

Restaurant Manager | *The Great Greek Mediterranean Grill, Las Vegas, NV*

Jan 2022 – Oct 2022

- **Custom Software Architecture (ERP/CRM):** Built an end-to-end catering management platform (VBA/Macros) replacing legacy manual invoicing, covering client quoting, order storage, and invoice generation.
- **UI/UX Design & Adoption:** Designed a front-end interface mirroring the legacy POS system, reducing staff training time to near zero while ensuring consistent pricing and tax compliance.
- **Workflow Automation & Routing:** Automated generation of role-specific build lists for back-of-house and front-of-house teams, with automated threshold alerts for high-value orders.

Restaurant Manager | *Jason's Deli, Las Vegas, NV*

Sep 2021 – Jan 2022

- **Tooling & Process Automation:** Built an internal Excel Macros tool to parse high-volume CSV order data into standardized catering labels, flagging dietary restrictions and edge cases for accuracy at scale.
- **Predictive Operations:** Authored a workflow overhaul proposal using historical POS data and capacity constraints to shift fulfillment from reactive to predictive, projected to reduce wait times by over 75%.
- **Product Innovation:** Designed and pitched a new menu item using existing, undersold inventory to prove viability without added capital cost.

Restaurant Manager (Summer Intern) | *Fuzzy's Taco Shop, Greeley, CO*

May 2021 – Aug 2021

- **End-to-End Product Development:** Led ideation, pricing, and launch of a localized premium beverage targeted at the college demographic, reaching the #3 spot in premium category sales (~80 units/week).
- **Margin & Revenue Optimization:** Engineered the product's pricing model to yield a 66% gross margin, driving incremental weekly profit without added overhead.
- **Workflow Design:** Authored product spec sheets (PRDs/SOPs) for prep and customer presentation, integrating the new item into existing pre-shift processes.

EDUCATION

Associate of Business, College of Southern Nevada, Las Vegas, NV (Aug 2019 – Jan 2021)