

Ry Bealey

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

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SUMMARY

Builder and operator who turns web, infrastructure and payments problems into specs, data models and working software, with AI as the build partner. Nearly twelve years running SERVERIZZ, an Austin hosting company, now leading its rebuild: a self-service customer portal, usage-based billing, a shared hosting line and an AI support agent, all shipping in phases since October 2026. Eight years on Apple's front line in technical support, knowledge management and sales bring a clear sense of what the person on the other end of a system actually needs.

EXPERIENCE

Product and Operations Lead • SERVERIZZ · Formerly Ecobyte Web Services · Austin, TX Dec 2014 – Present
Hosting, cloud and bare-metal infrastructure for small and mid-sized businesses without in-house IT.

- Shipped a self-service customer portal (Laravel 12, Inertia, Vue, PostgreSQL) in October 2026 where customers deploy and manage their own Vultr servers, backups, snapshots, private networks, load balancers and firewalls, with a staff admin console and pull-based deploys from main.
- Leading the replacement of a legacy billing system (ClientExec) with usage-based billing: hourly metering, prepaid balances, auto top-up and self-service deployment, on a 12-month, five-phase roadmap.
- Designed a 42-table PostgreSQL data model for the first release around an append-only ledger, rerun-safe hourly billing, plugin-based payment, provisioning and tax integrations, and cost reconciliation that flags servers we pay for but don't bill.
- Specified payment flows that keep card data off our servers (Authorize.Net Accept.js, PayPal) and apply Texas sales tax to every charge.
- Launched an AI support agent (Intercom Fin) with eight guidance rules, escalation and routing for Support, Sales and Billing inboxes, a help center synced to the website, and response targets of one and four business hours.
- Directed the website and brand rebuild: a 35-page Drupal information architecture, a design system with 29 components, 44 email templates and WCAG AA themes, and analytics through Google Tag Manager, GA4 and Meta's Conversions API. Rebuilt the product line from market and vendor research into eight plans across three tiers, six add-ons and remote IT support.
- Design and build WordPress sites for clients, including a rebuild for URChoices, a Florida continuing education provider, on its own design system.
- Launched Grid Hosting, a shared hosting line on CloudLinux and cPanel/WHM bare metal built from an idempotent provisioning script; migrated 13 customer accounts, audited each, and found and contained malware two of them brought from the previous host.
- Run hosting for around 15 clients across the United States, including healthcare, education and legal: a shared hosting environment, two DNS servers clustered through cPanel/WHM, and single-purpose virtual machines secured on a private VPC, with on-call incident response.

Apple • Five roles · Austin, TX Jul 2018 – Present

Sales Chat Specialist · Retail Customer Care Mar 2022 – Present

- Guide customers through purchase decisions over chat, driving close rates and AppleCare+ attach on flagship products.
- Train new specialists through shadowing, and lead testing of the team's contact center tools with structured feedback to the developers.
- Started the team's intranet space for tool updates, campus news and performance incentives.

Apple Support Community Moderator · Six-month career rotation Aug 2023 – Feb 2024

- Reviewed posts against the Terms of Use, resolved conflicts, and partnered with Community Managers to grow healthy participation.

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

- Delivered technical and product support on a high-traffic retail floor.

Knowledge Management Specialist · AppleCare BPR

Mar 2021 – Sep 2021

- Rewrote and migrated 300+ knowledge base pages to a new global platform, improving readability and accessibility, and beta tested it with feedback to the product owners ahead of global rollout.
- Built process flows that helped AppleCare employees and partners worldwide understand SAP operations.

Technical Support Advisor · AppleCare

Jul 2018 – Sep 2021

- Troubleshoot iOS, iPadOS, watchOS and macOS issues in a high-volume contact center and recommended hardware service.

Project Manager · University of Central Florida · Center for Entrepreneurial Leadership · Orlando, FL

Aug 2016 – Nov 2017

- Led a team of four designers producing digital and print work, and kept leadership informed on milestones and roadblocks.

INDEPENDENT PROJECTS

ryanbealey.com and Publisher · Portfolio site and its companion macOS app

- Built a server-rendered Astro site on Node and Passenger that reads case studies and a microblog from MariaDB live, with link previews, generated share cards and a design token pipeline from the Ryvanse design system.
- Designed a publishing API with per-device hashed tokens, version-checked edits that stop one device overwriting another, and image uploads stripped of location data; built Publisher, a native SwiftUI macOS app, on top of it.

PixelRP · Browser-based city roleplay game (passion project)

- Designed a token-based design system and 15+ game features for a Habbo-style roleplay city: an in-game phone OS with social, banking and app store apps, trading, police dispatch, turf control and staff admin tools.
- Wrote implementation-ready specs that pull values from the production source and cover every UI state, plus economy rules such as savings limits, transfer caps and all-or-nothing trades.
- Designed a fair round-robin support routing model so every player request reaches a staff member quickly.

Ryvanse · Gaming and streaming brand

- Built the brand identity and an animated broadcast package for landscape and vertical formats, with documented contrast ratios for every color.

Impeccabyte, LLC · Founder

- Founded a merchant services agency as an authorized Maverick Payments sales agent, with processing on TSYS and Fiserv/Clover. Set up merchant pre-screening and referrals, and use the business to learn payments technology hands-on.

SKILLS

AI implementation: Spec-driven development with Claude Code, AI-assisted prototyping, Intercom Fin setup (guidance, escalation, routing workflows, knowledge sync)

Payments: Ledger and billing design, Authorize.Net, PayPal, Stripe, Maverick Payments (TSYS, Fiserv/Clover), PCI-conscious checkout flows, sales tax

Systems design: Data modeling, migration planning, plugin architectures, API design, API integrations (Vultr, Authorize.Net, Intercom)

Product and design: Information architecture, design systems and tokens, UX for web, mobile, desktop and game clients, WCAG AA accessibility, pricing and packaging

Technology: Laravel, PHP, Vue, React, Astro, TypeScript, Swift and SwiftUI, Tailwind CSS, Drupal, WordPress, PostgreSQL, MySQL and MariaDB, Redis, Docker, Terraform, Cloudflare, Linux, CloudLinux, cPanel/WHM, Git

Growth and analytics: Google Tag Manager, GA4, Meta Conversions API, Search Atlas

Support operations: Knowledge management, help center architecture, SLAs and escalation design, agent training

EDUCATION

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

2019

Coding Bootcamp Certificate · University of Central Florida

2019