BLYTHE CHRISTOPHER

Austin, TX | P: 512-203-2620 | blythechristopher@gmail.com

SUMMARY

I foster healthy Agile teams in the Learning, Search/SEO/Knowledge Graph, AIML, and FinTech space. After graduating with an MBA in Finance/Entrepreneurship—my passion for team building, establishing Agile processes, and collaborating with enterprise-wide innovation groups—I strive to bring order to chaos. My teams work with engineering, development, and business, driving Agile methodologies, crafting concise user stories, and making decisions on feature/cost trade-offs and ROI. I fiercely protect our customer experience.

CORE PROFICIENCIES

- Agile Product & Portfolio Management; Strategy and Implementation
- Scrum Teams' Coaching & Management; Build Design Teams
- Gamification Lead; learning platforms, personalization, badges
- Develop process for continuous improvement; Goals>OKRs>KPIs
- DeFi, Blockchain, & Traditional Payments Product Management
- Requirements Gathering; Use Case Creation, Prioritization, Validation
- UX Research Lead (Qualitative & Quantitative)
- Customer Journey Mapping & Roadmap Ownership
- Establish & Grow Design Systems

WORK EXPERIENCE

SOURCERY DAO   Austin, TX
Founder   May 2022 - PRESENT

I recognized that upcycle designers and entrepreneurs lacked access to capital, hindering their business potential. After securing a grant from St. Edward's University, I launched a voting membership DAO to enable self-funding within the community. By collaborating with a developer to integrate blockchain, we are addressing this urgent need, supporting upcycle designers who play a crucial role in the circular economy. We are pooling our crypto resources and staking to fund further member projects.

PINNACLE GROUP FOR APPLE, INC   Austin, TX
Sr. UX Manager   Jan 2023 – Sep 2024
- Creative Teams' Management & Resource Allocation
- Lead (3) Teams; Search/Recommendations, Gen AI/ML, New Learning App
- Scrum Master/Agile Team coaching + Reporting
- Established backend LMS Workflow
- A/B Testing Performance; baseline to conversion
- Facilitated Workshops for diverse teams for feature alignment

EDWARD JONES INVESTMENTS [INNOVATION FACTORY]   Austin, TX
Sr. Product Owner   Sept 2022 – Jan 2023
- Digital Client Onboarding Lead
- Innovation Exploration & Reports; AR/VR/Blockchain for Training
- Human-Centered Design Lead for end-to-end estate planning product
- API Integrations/Complex Dependencies Lead

USAA   Austin, TX
Lead Program Manager   Mar 2021 – Sep 2022
- Crafting, Monitoring, Reporting OKRs to KPIs from Enterprise Goals

- Develop UX Bank Strategy from Research to Development
- Reporting and compliance for Workday and Team Performance
- Mobile Financial Forecasting PM

DELL   Austin, TX
Sr. Product Manager   Jul 2019 – Mar 2021
- Ownership of Full SDLC for Search Platform Management, Enterprise Knowledge Graph + NLP
- Crafted Queries and Trained Models on LLMs with RAG workflows
- Established Roadmaps and Aligned Disparate Teams for Seamless Execution
- Lead eCommerce Digital Strategy for Support, Search, & Enterprise Knowledge Graph

USAA   Austin, TX
Sr. Creative Producer   Sep 2017 – Jul 2019
- Scrum Master/UX Manager Money Movement/Financial Forecasting/Mobile Payments/ACH/International Wires/AML/Fraud
- Smart Contract PM for insurance payout chain-of-custody pilot
- Liaison for Development, Engineering, and Program/Business Teams
- Facilitator: Workshops—synthesized insights from members for new features

EDUCATION

ST. EDWARD'S UNIVERSITY   Austin, TX
MBA   May 2023
Major in Finance; Minor in Entrepreneurship

SAVANNAH COLLEGE OF ART & DESIGN   Savannah, GA
MFA Interactive Design & Game Development   March 2002

UNIVERSITY OF MISSISSIPPI   Oxford, MS
General Engineering   Aug 1988

MENTORSHIP

Women in Cybersecurity Mentor   2024-25
TH.0 Hackathon Mentor   2022-23

AWARDS

"Toward a More Just World Award"   May 2022
Awarded $3500 from St. Edward's University [Office of Fellowships] to start a Voting Membership Decentralized Autonomous Organization (DAO) to support upcycle artists and entrepreneurs.

CERTIFICATIONS/SKILLS

COMPTIA A+ (2027)
PMP$^{®}$
PMI-ACP$^{®}$
CSPO$^{®}$
CSM$^{®}$
Certified Prompt Engineer
Certified Blockchain & Supply Chain Professional

Certified Blockchain & KYC Professional
Certified Ethereum Expert
Certified Cryptocurrency Trader™
Design Thinking/Human-Centered Design
Storytelling with Data
Hackathon Mentor/Management
Adobe Creative Suite, Figma, Sketch
JIRA, Wrike, Asana, MSOffice