# Ryan Neufeldt

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**Conversation Designer | LLM Agents & Behaviour Rules | Edge Cases & Fallbacks | Evaluation & User Testing**

## PROFILE

Conversation designer for LLM agents: writes the prompts, tool rules and behaviour rules that decide what an assistant does next, and maps the edge cases and fallbacks behind them. Co-built Recharge's GenAI support agent with Claude Code, including its skills, tool calls, page-aware guidance and the evaluation loop that tested every change. Before that, 4+ years designing and running the Ada support bot, and 8 years in insurance, including Product Owner work. On my own time I build working apps, prototypes and presentations with Claude Code.

## SELECTED HIGHLIGHTS

- **Remi (GenAI agent):** Co-built Recharge's GenAI support agent with a small team using Claude Code; worked on its skills and tool and API calls, and built page-level guidance and image attachments so it often answers a pasted screenshot with no typed words
- **Remi evaluation:** Built the evaluation system (judges and golden sets), the self-healing improvement loop and human-in-the-loop review; ran the go/no-go benchmark against Ada on real merchant questions, then a staged rollout
- **Live-agent handoff (Ada):** Used Autocapture variables, a generative feature inside a declarative bot, as playbook-style skills; five steps became one confirmation question, tuned from real conversations
- **Recognition:** 2025 Gold Stevie Award for Innovation in Customer Service, for the Ada bot work, and Recharge AI & Systems Innovator of the Year
- **Manulife, Product Owner:** Led a legacy-to-digital claims overhaul across 10+ teams in a regulated environment; helped mock up the claims flow and tested the app live with customers at a Kitchener mall
- Independent builds (Claude Code): five working apps with tests and self-checking loops, and an interview presentation built in code with 3D scenes, particle text and animated charts

## RELEVANT PROFESSIONAL EXPERIENCE

**RECHARGE, Remote** **Feb 2022 – Aug 2026**

***Support Bot Designer*** *Mar 2026 – Aug 2026*

- Co-built Remi, Recharge's generative AI customer support agent, with a small team using Claude Code; personally built its evaluation system (judges and golden sets) and the self-healing improvement loop, and improved its skills and tool and API calls
- Designed a human-in-the-loop feedback system that lets the bot surface its own weak spots for review before issues reach merchants
- Designed and implemented the page-level guidance framework, so the assistant knows what the merchant is looking at and can often answer a pasted screenshot with no typed words
- Designed and ran the go/no-go benchmark for Remi: a head-to-head against Ada, the live third-party bot, on a set of real merchant questions, scored with a rubric for correctness and completeness, followed by a staged rollout to a test group of merchants
- Engineered self-healing automation using gradual, iterative fixes informed by real data flows to raise accuracy without introducing new risk

***Knowledge Specialist / Bot Manager*** *Feb 2022 – Mar 2026*

- Owned end-to-end strategy, onboarding, launch, and ongoing optimization of Recharge's Ada-powered support bot (4+ years)
- Partnered with Product, Engineering, and CX to design and configure logic-based workflows, decision trees, and conditional automation
- Redesigned the live-agent handoff from five steps to one confirmation question, with an auto-generated summary, store context and a priority rubric; iterated from real conversations until nearly everyone completed it without repeating themselves
- Tracked emerging support trends and translated them into new playbooks and conditional flows, continuously raising intent coverage
- Built carousel-style choices with images that the bot showed in place of a text reply when the question type called for it
- Released flow changes to a subset of users first, then refined them before rolling out to larger groups
- Maintained bot performance reporting and roadmap; communicated data findings to VP-level stakeholders
- Developed AI-ready knowledge content strategies, restructuring source content for AI retrieval and accuracy

**MANULIFE, Kitchener, ON** **2011 – 2019**

***Digital Claims Agile Product Owner*** *2016 – 2019*

- During the requirements phase of the call center's IVR build, gathered user journeys and mapped the caller's flow through the system
- Led implementation and redesign of a legacy claims system into a modern digital platform across 10+ teams
- Ran customer-insight sessions to keep the roadmap grounded in user needs
- Helped create models and mock-ups of the digital claims flow, where the app showed different claim options depending on what the member picked, and tested the app live with real customers, including a public usability test at Frederick Mall in Kitchener; the accessibility finding was built into the app's onboarding
- Cut paper-product costs 60% (~$1M saved) through digital transformation of core claims workflows

**IDEO U, Remote** **2020 – 2025**

***Alumni Coach, Design Thinking***

- Coached learners and facilitated Human-Centered Design workshops
- Translated complex concepts for non-technical audiences through weekly cohort videos and written guidance

## CORE COMPETENCIES

Conversation Design | LLM Agent Behaviour Design | Prompt, Tool & Skill Writing | Edge Cases, Fallbacks & Handoffs | Generative AI / LLMs (Claude) | Evaluation (Judges, Golden Sets) | Human-in-the-Loop Review | User Testing & Iteration | Interactive Replies (Carousels, Rich Choices) | Plain-Language Knowledge Content | Stakeholder Management | Rapid Prototyping (Claude Code) | Presentation Design | Regulated-Environment Delivery

## EDUCATION & CERTIFICATIONS

- **IPAC Performance Arts Certificate: Theatre Performance**

George Brown College, Toronto | 1997–1998

- Certified Scrum Product Owner
- Advanced Design Thinking
- Introduction to UX Design

## AWARDS

**2025 Gold Stevie Award:** Innovation in Customer Service, Computer Industries

**2025 Recharge:** AI & Systems Innovator of the Year