

Reuben E. J. Canales

Milwaukee, WI | 414.678.1364 | reuben@canalescreative.com | [linkedin.com/in/reubencanales](https://www.linkedin.com/in/reubencanales)

Director of IT Infrastructure/Product Manager and Security

Experienced IT Leader with 15+ years in managing infrastructure, security, and product development. Proven success in leading technology transitions, including cloud migrations, custom software solutions, and integrations. Skilled in UX/UI design, team management, and developing scalable, secure systems that drive business growth. Expertise in Google Workspace, AWS, payment systems, and custom CMS platforms. Significant focus on delivering efficient, innovative solutions that align with business objectives.

CORE COMPETENCIES

IT Infrastructure and Security Management | Product Development Lifecycle Management | Stakeholder Client Management
UI/UX Design and Prototyping | Digital Marketing and Strategy | Business Analysis | B2B Marketplace Development

TECHNICAL PROFICIENCIES

Google Workspace | AWS | WordPress | Custom CMS and Hosting Platforms | Asana | HTML, CSS | SEO and Event Tooling
Quality Assurance Testing | 3D Modeling and Rendering

CAREER HIGHLIGHTS

At Broad & Brush Creative Studio:

- Directed and executed the migration of 120+ accounts from disparate organization network storage and personal Gmail accounts to Google Workspace. Conducted in collaboration with Google Gold Partner focused on reconfiguration and network storage utilization enhancements aligned to scalability.
- Designed a new registration system back-end and front-end experience. Moved from an off-the-shelf WordPress plugin to a custom solution to manage individualized attendance and seating requirements, including sending confirmation messaging, personalization options, and project specific add-ons with top-down management tools. Created a database of personalization options for all projects and a reporting structure, providing quantities identified to analyze and influence marketing and sales processes.
- With the Payments Partner, supervised and implemented migration to new partner environments for website payments, in-location payments, gift card purchases and redemption, custom communication system, and custom digital loyalty program. Originally set up in WordPress, each entity had an individualized third-party merchant agreement, which were turned into direct agreements adding streamlined servicing and support, a central reporting repository of all transactions, rates adjustments in a closed environment, and consolidated processing and transaction fees into single-source entity. Additionally, created a gift card merchant program that distributed and handled all customer interactions and developed purchasing pages. Led to a reduction in overall spending costs of clients.
- In conjunction with development partner, oversaw and implemented full site migration from existing host to AWS dynamically scalable solution. Working in a 2gb database, 120+ locations were migrated using elastic beanstalk set up. While migrating data from WordPress to custom solution to generate new structure, the system would automatically scale as usage increased.

EXPERIENCE

Board & Brush Creative Studio, Milwaukee (Remote)

Director of IT Infrastructure/Product Manager and Security

2017 – 2025

Directed website functionality, including website health and maintenance, and worked with partners of associated technology platforms employed.

- Developing custom solutions from ideation to code development and testing to final deployment.
- Developing Designed and oversaw development of:
 - Multiple intake forms for individual location leads.
 - Retail shop extension per location with customizable tools to individualize pricing, cadence, and delivery timelines.
 - New responsive administration space for back-end management.
 - Implementation of customizable Event SEO tools, off-premise program for leads and registrations, and marketing lead capture for location specific email and SMS marketing and web based digital loyalty sign-up.

- Managed franchise websites, including tracking assets, payment gateway implementation, location display management, facilitating trainings, and providing additional support.

Purposly, Milwaukee (Remote)**Head of Product****2014 – 2017**

Established products, tooling, and enhancements for B2B purpose marketing. Advocated product usage through client demos and analyzing sales metrics.

- Conceptualized, analyzed, and executed business requirements throughout the development process across multiple teams using Waterfall and Agile methods.
- Designed native, mobile web, and desktop web application experiences from concept to design prototype to production ready.
- Produced logic flows and diagrams of applications along with written development requirements.
- Managed teams for creative development, Quality Assurance (QA) testing, and software development.

Gazillion, Milwaukee (Remote)**Development Director****2012 – 2014**

Managed collective buying power and import of goods to onshore warehousing abiding by international storage regulations.

- Created development workflows for domestic and international product sourcing and development life cycle.
- Developed production process software for generating manufactured goods from quoting process, prototype samples, to QA, inspection and final delivery.
- Created an online marketplace for B2B sourcing, procurement, and development.

Fusion Holdings, Milwaukee (Remote)**2004 – 2012**

Multiple promotions over tenure. Focused on developing ideas and products for internal and external clients.

Development Director

- Directed client interaction, client success and account management.
- Conducted prototyping and feedback sessions to improve overall product lines, meeting client expectations

Design Director

- Grew to managing small design and engineering teams designated on concept to production.

Designer

- Designed for product, print, digital, and software.
- Developed market strategy by identifying emerging market trends and creating product improvements to match. Researched untapped market in import and export elements and implications.
- Coordinated and directed design and engineering teams, domestic and abroad, onsite and remote.
- Managed contractors and vendors by reviewing and determining product processes, conducting cost analysis, and making materials determinations.
- Executed projects for multiple clients and vendors simultaneously.

Echostar Technologies Corp (Dish Network), Denver**Industrial Designer****2001 – 2004**

Developed a focus for interface realms of product design and physical requirements while maintaining customer success.

- Designed product and UI/UX layouts via sketches, computer graphics, written specifications, and 3-D renderings.
- Designed, prototyped, and produced UI/UX for satellite television home entertainment set top systems and third party embedded applications.
- Provided clear direction to software and mechanical engineers.
- Research of product design trends, innovation, and new technologies.

Salton, Inc., Milwaukee**Lead Industrial Designer****2000 – 2001**

Design and development of kitchen appliances utilizing overseas production for the domestic market.

- Led development of product designs via sketches and 3-D renderings using solid and surface modeling.
- Organized design projects and processes for effective project completion for various product lines.
- Performed comparative analysis to market leaders and conducted research for product improvement.

EDUCATION**Bachelor of Fine Arts, Industrial Design**

Milwaukee Institute of Art & Design, 2000