Kenji Bohlin

Group Product Manager

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Summary

Product leader with more than twenty years of experience across product management, UX design, visual design, and strategy. Turned an in-house volunteer management system into Lineup, a SaaS platform with more than 40 clients including Amazon Web Services, Adobe, SHRM, and PMI. Currently Group Product Manager at NCARB and Director of User Experience at Lineup, with a focus on back-office experiences and practical AI integration.

Experience

Group Product Manager

National Council of Architectural Registration Boards (NCARB) | August 2025 – Present

- Lead product strategy and roadmaps for NCARB's in-house systems, partnering with business stakeholders, design, and development.
- Led the redesign of My NCARB Admin, the staff side of NCARB's customer portal, aligning brand and experience across the public site, portal, and admin tools.
- Launched AI Summarization in My NCARB Admin, giving staff an at-a-glance view of a record's recent activity, flagged items, and context; NCARB's first step toward AI-assisted experiences.
- Write product requirements for license verification, international licensure pathways, and candidate management; built a custom AI-assisted roadmap planning tool.
- Designed a proposal for a retrieval-grounded AI copilot, backed by a read-only MCP server, for NCARB's Candidate Services team covering 55 U.S. jurisdictions.

Director of User Experience

Lineup Management Services, LLC | May 2019 – Present

- Own the Lineup product roadmap, prioritizing features with the Chief Strategy Officer, sales, client relations, and development; grew Lineup to more than 40 clients.
- Merged NCARB's licensing system into Lineup in 2024, extending the platform to credentialing organizations and professional licensing boards.
- Launched Lineup Credentialing with its first state customer, Louisiana, in 2026.
- Lead AI and platform initiatives, including an MCP server giving AI agents secure, tenant-isolated access to client data, and Japanese localization.
- Manage and coach a product manager; write requirements and user stories, and run product demos for clients and stakeholders.

Senior UX Designer / Product Manager II

National Council of Architectural Registration Boards (NCARB) | May 2019 – August 2025

- Led UX and product work for NCARB's in-house systems, translating complex business problems into clear requirements; contributed to the NCARB Design System.

Product Manager

Lineup Management Services, LLC | November 2017 – May 2019

- Transformed NCARB's in-house volunteer management system into Lineup, a commercial, scalable SaaS product.
- Launched Lineup at ATP's 2019 Innovations in Testing Conference; won the Judges' Success Award from the 2019 ATP Innovation Lab.
- Covered product vision, product management, UX design, client management, and backlog grooming on a small team.

UX Designer

National Council of Architectural Registration Boards (NCARB) | June 2014 – May 2019

- Sole UX designer for Information Systems; formalized user-centered design practices with the in-house development team.
- Redesigned all CRM transactional emails and aligned the My NCARB portal with the NCARB brand while improving usability.

Assistant Director, Communications / Senior Graphic Designer

National Council of Architectural Registration Boards (NCARB) | September 2008 – June 2014

- Led a team of eight writers, editors, and designers using an Agile-based structure; won nine Hermes Creative Awards (2012–2013).
- Oversaw the 2011 NCARB rebrand and redesigned the public website and homepage.
- Moved program guideline publications from print to smart PDF; implemented Basecamp for project management.

Manager, Communications / Graphic Designer

National Council of Architectural Registration Boards (NCARB) | June 2004 – September 2008

- Designed publications, collateral, presentations, video, environmental graphics, and email; managed production and vendors.
- Redesigned the public website with new information architecture and a Sitecore CMS; launched NCARB's first email campaign service.

Communications Coordinator

National Council of Architectural Registration Boards (NCARB) | September 2002 – June 2004

- Designed and produced brochures, newsletters, booklets, and presentations; coordinated print and mail vendors.

Freelance Designer

Appleseed Foundation | 2006 – 2012

- Created brand identities, invitations, programs, and signage for national fundraising events.

Education

- Bachelor of Arts, English Literature | University of Virginia | 2001

Certifications and Training

- Applied Agentic AI for Organizational Transformation | MIT Professional Education | 2026
- User Experience Design | General Assembly | 2013
- Selection, Training & Engagement | Disney Institute | 2013
- Certified ScrumMaster (CSM) Training | Excella | 2012
- Leadership Excellence | Disney Institute | 2010

Skills

- AI: AI product strategy, agentic AI design, LLM integration, prompt design, retrieval-augmented generation (RAG), Model Context Protocol (MCP), AI governance and risk (GDPR, CCPA, NIST), AI impact KPIs
- Product: product strategy, roadmapping, requirements and PRDs, user stories, backlog management
- UX and design: user research, prototyping, usability testing, design systems, visual and graphic design
- Leadership: team management, coaching, cross-functional collaboration, Agile/Scrum
- Tools: Claude, Model Context Protocol (MCP), Figma, Jira, Confluence, Adobe Creative Suite, Microsoft Office, HTML/CSS