



CINCINNATI, OH / PRODUCT DESIGN / TECHNICAL SERVICES

Charles J. Dyas

Director of Design and Service at Rove iQ

Designer and technical operator working across product design, UX strategy, wayfinding systems, and infrastructure. I make complex systems feel clear, usable, and maintainable after they ship.

- Product Design
- Design Systems
- UX Strategy
- Wayfinding & DOOH
- IT Operations & Service
- Web Development

EXPERIENCE

Rove iQ

4 YRS 9 MOS / 3 ROLES

<https://www.roveiq.com/>

Director of Design and Service

Lead product design and technical services across RoveIQ's platform, overseeing both customer-facing software and internal operational systems. Own design strategy for interactive, large-format DOOH applications while also managing technical support operations and nationwide device deployments.

Full-time
Feb 2025 - Present · 1 yr 4 mos
Covington, Kentucky, United States - Hybrid

Product Designer

Owned end-to-end product design across RoveIQ's application suite, from early discovery through launch.

Full-time
Apr 2022 - Feb 2025 · 2 yrs 10 mos
Covington, Kentucky, United States - Hybrid

Customer Experience Manager

Served as frontline IT and technical support, troubleshooting hardware and software issues across RoveIQ's device fleet and internal systems.

Full-time
Sep 2021 - Apr 2022 · 7 mos

Ordinary Company

<https://www.ordinarycompany.design/>

Co-Founder

Co-founded Ordinary Company Group LLC and lead **The Lab by Ordinary Company**, a division specializing in experiential and experimental software.

Jul 2025 - Present · 11 mos

Newport Independent Schools

3 YRS 11 MOS / 2 ROLES

<https://www.newportwildcats.org/page/technology>

After-School Program Instructor (STEM / Computer Skills)

Led an after-school STEM enrichment program for 20+ students focused on teamwork, problem-solving, and foundational programming concepts using Minecraft Education Edition.

Part-time
Jan 2019 - Apr 2020 · 1 yr 3 mos
Newport, Kentucky - On-site

IT Support Technician

Provided Tier 1-2 technical support for student and staff devices in a high-volume helpdesk environment. Supported macOS, Windows, and iOS endpoints, resolved hardware and software issues, and assisted with district-wide technology operations.

Full-time / Part-time
May 2016 - Jun 2018 · 2 yrs 1 mo
Newport, Kentucky - On-site

PATENT

Methods and Systems for Kiosk-Assisted Mapping

- US20250224254A1
- Patent Pending
- Published Jul 10, 2025
- Co-Inventor

Assignee: Smartlink Ventures Inc

Interactive kiosk mapping system that extends navigation beyond vehicle routing into indoor spaces, generating augmented reality directions for users navigating large facilities.

AWARDS & ACCOLADES

Figma Design Competition Winner

- 2023 Cincinnati Design Week

Won the competitive Figma design challenge at Cincinnati's annual design conference, demonstrating rapid prototyping and creative problem-solving under time constraints.