JOHN LYMAN

Comprehensive CV and linked portfolio

Governance and privacy | Learning and media | Practical systems

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LinkedIn

WasatchWise portfolio

I build the systems between policy and practice. I have managed city youth programs, helped Utah schools put privacy requirements into operation, and built software and communications for clients in education, publishing and business. My work starts with the people responsible for the problem: what information they need, what decision they own, and what will help them carry the work forward.

Professional experience

WasatchWise LLC

Founder | 2025 to present

- Own product direction, client discovery, workflow design, content, AI-assisted implementation and handoff. Move between software, training, video and communications according to what the work requires.
- Build Ask Before You App, a K-12 privacy platform joining district-facing information, agreement records, notices, training and staff workflows.
- Work directly with The Education Cooperative director and privacy team on a multistate agreement-preparation pilot. Build and revise the workflow around controlling source documents, required information and team feedback.
- Built and demonstrated SLUG Magazine sales CRM; built SignZ quoting and scheduling tools; completed General Magnesium Corporation investor communications and deal-room materials.

Utah State Board of Education

Student Data Privacy | September 2019 to September 2025

Progressed through records management, privacy training and student data privacy specialist work. Supported implementation across 150+ Utah school districts and charter-school local education agencies (LEAs).

- Produced records-retention guidance, model-document explanations, annual review instructions and privacy learning materials. Helped local staff understand requirements, prepare evidence and resolve gaps.
- Coordinated review of governance plans, metadata dictionaries, annual FERPA notices, directory-information notices and student-data collection notices.
- Helped advance statewide privacy compliance from 8% to 92% through training, implementation support and follow-through. This was shared work across the privacy team and local agencies.

Governance work you can examine

RAMP records retention guidance

Developed education-focused guidance for the Records Appraisal and Management Program by bringing records requirements together from State Archives schedules. Organized retention and disposition information so school staff could identify a record, locate its schedule and understand what to do next. The published resource spans administration, assets, finance, personnel and student records.

Utah education records retention schedule | Published by Utah State Archives

Utah Archives profile of the USBE team | Team project and training context

Metadata dictionaries and annual review

Helped education agencies document which recipients receive student information, the purpose and justification for sharing, and the applicable FERPA exception. Connected the metadata dictionary to vendor records, public transparency and repeatable review rather than treating it as an isolated spreadsheet.

Presented the 2022-2023 Privacy Compliance Review, including 139 submissions from 156 LEAs and separate results for the individual requirements reviewed. Explained the evidence expected for notices, governance plans and metadata dictionaries, and the actions needed to address gaps.

The Education Cooperative agreement preparation pilot

Work with TEC leadership and its privacy team to clarify controlling agreement versions, state exhibits and the information supplied by districts and vendors. Built a preparation and review pilot, revised vendor response fields and added Word export for redlining after team feedback. TEC has demonstrated the pilot internally and is evaluating refinements.

The work connects document control to the actual handoff: collect the right information, preserve the right version, and make the output usable by the people reviewing the agreement. Pilot materials are available for discussion without exposing client working records.

IAMSAFE governance framework

Developed a framework around Inventory, Appraise, Map, Score, Act, File and Evaluate. It asks what information and tools an organization has, why it needs them, where data goes, who decides, what evidence is retained and when a decision needs another look. The framework guides product direction and governance design.

Ask Before You App

Built the product around a practical question: which apps does a school use, and what happens to student information? District hubs bring app listings, data elements, notices and explanations together. Product direction separates public answers from district working records and preserves the designated officials responsible for decisions.

Explore Ask Before You App

Privacy product case study

Client systems and product work

SLUG Magazine sales operations

Built and demonstrated a custom CRM for a five-person publication and events sales team. Organized seven modules around the pipeline, activities, follow-ups and reporting, with AI-assisted insights and a conversation coach. Designed around the team handoff and continuity between systems.

SLUG Sales OS case study | Built and demonstrated

SignZ quoting and production scheduling

Built quoting and operations tools for a sign and print shop. Structured customer intake around production requirements. Separated the internal production date from the delivery date promised to the customer, and distinguished routine operations from owner-controlled team and revenue settings.

iSignZ case study

iSignZ public website

GMC MAG General Magnesium Corporation

Completed a client engagement spanning investor deal-room content, presentation materials and avatar-video production. Brought technical source material into coordinated investor-facing assets. Kept implementation and presentation work distinct from the client technical, legal and investment approvals.

GMC MAG case study | Delivered client engagement

Business websites and field prototypes

Built focused websites for a commercial subcontractor, an electrical contractor and a dental practice. Each called for translating a specialized business into a clear public experience and a usable route for the next inquiry.

Arc Installation

Electrical contractor field prototype

Dental practice field prototype

SLCTrips and The Rock Salt

Built public platforms around information people can use: SLCTrips connects destination discovery with curated travel planning; The Rock Salt connects local artists, shows, recordings and scene history. Work includes organizing content, designing discovery paths and supporting ongoing publishing.

SLCTrips

The Rock Salt

The Rock Salt case study

Video production systems

Combine research, writing, performance, original music, AI-assisted visuals, editing, captions and review into repeatable production workflows. The subject and audience determine the format; source accuracy and human review remain part of the process.

Video production case study

Learning design and public training

Privacy instruction and Vyond animation

Developed privacy learning objectives, Canvas course content and scenario-based assessment questions with USBE colleagues. Instruction distinguishes the responsibilities of educators, administrators, office staff and people handling employee information. Scenarios cover unnecessary data collection, retention, incident reporting and third-party sharing.

Use Vyond animation and plain-language scripts to explain requirements through situations people recognize. Wrote contract-training material explaining who is sharing information, the fields involved, the population covered and the period of the agreement. USBE work was team work produced for the state.

Ask Before You App animation | USBE Student Data Privacy channel, 1 minute 30 seconds

Student Data Privacy video library | USBE team collection

Records Management video series | Lifecycle, classification, appraisal and GRAMA

Records Management introduction | Short opening to the series

Front Desk 411 | Practical guidance for school office staff

Browse the USBE privacy playlists | Published team training collections

2025 to 2026 Data Privacy and Security Training | Team training library

Data Privacy Rights lesson | Public training sample

Presentations and facilitated learning

- 2022-2023 Privacy Compliance Review. Presented the review evidence, findings and local follow-through requirements.
- Student Data Privacy FTW! SAINTCON, October 25, 2023. Team presentation with privacy colleagues on incidents, takeaways and resources.
- A Comprehensive Approach to Student Data Privacy: Lessons from Utah. May 2024 presentation on laws, team structure, infrastructure and resources for different audiences.
- AI and Privacy. March 2025 panel contribution with colleagues from Public Interest Privacy Center, CITE, Future of Privacy Forum and SIIA. Topics include AI use, privacy risks, transparency and responsible tool management.

YouthCity learning media

Created orientation and learning media connected to youth programming. Public portfolio samples include a three-part Liberty Park orientation, college and career readiness, healthy-harvest learning, presentations on generational change and 360-degree video experiments.

YouthCity Liberty Park orientation part 1

YouthCity Liberty Park orientation part 2

YouthCity Liberty Park orientation part 3

YouthCity University | College and career readiness portfolio sample

Speaking Generation Z presentation | Linked from my professional portfolio

Community leadership and creative work

Salt Lake City Corporation YouthCity

Community Program Manager | 2009 to 2019
Earlier assistant and facilitation work | 2004 to 2009

Managed public youth programs, staff, community partnerships and an annual budget exceeding $500,000. Coordinated schools, libraries, families and community organizations. Balanced staffing and budgets with program demand, prepared schedules and supported employees working directly with children.

The work joined instruction and operations: give staff a usable plan, keep programs running, communicate with families and create a safe place for young people to learn. Media and technology were tools inside that human work.

JL EduDesign

Freelance creative and educational technology work | 2015 to 2025

Worked across live streaming, Vyond animation, Canvas learning content, interface design, marketing and immersive media. The professional portfolio includes 360-degree concert and Liberty Park productions, alongside client and learning-media experiments.

360 degree Starmy live production

Liberty Park 360 video

Starmy

Bassist and songwriter | 2001 to 2025

Long-term collaborator in a Salt Lake City rock band, across recording, rehearsal and live performance. The music is part of my creative practice, alongside the systems and learning work. Public recordings and performances let a listener hear that work directly.

Starmy recordings | Band catalog

Hallelujah Disappear | 2025 album

Starmy on RadioWest | KUER interview and performance

Despite the Pixels on the Sun live in studio

SLUG Soundwaves episode 229 | Band interview and recording context

Earlier professional experience

Digital Respons-Ability | Training Specialist | 2019 to 2020
Private family engagement | ABA Therapist | 2006 to 2008
Salt Lake City School District | Youth Advocate | 2001 to 2004
Salt Lake City School District | Paraprofessional | 1998 to 2001
University of Utah Health | Radiology File Technician | 1997 to 1998

Education tools and further work

Education

Master of Education | University of Utah | 2016 to 2018
Educational Psychology, Instructional Design and Educational Technology

Bachelor of Science | Westminster College | 2007 to 2009
Developmental and Child Psychology

Associate of Science | Salt Lake Community College | 2004 to 2007
Psychology

Professional contribution

Participate in A4L and SDPC AI student-data-protection discussions, connecting privacy requirements to implementation questions. The workgroup is developing privacy-focused language for consideration through the National Data Privacy Agreement project process.

Tools in the work

Canvas: privacy learning content, objectives and assessment design. Vyond: animated instruction and explanation. Microsoft and Google Workspace: documents, presentations, reporting and collaboration.

Current software projects use AI-assisted development across React, Next.js, Node.js, Supabase/PostgreSQL and Cloudflare. I work across requirements, product decisions, implementation review, access boundaries and user guidance. AI assistance is part of how I build, with review against the source and the intended workflow.

My governance work includes retention and disposition, metadata dictionaries, data-sharing scope, privacy notices, review evidence, policy implementation and stakeholder training. It is grounded in education privacy and records practice, with current work applying those habits to business systems and AI-assisted products.

More from the media portfolio

360 degree Starmy live 1

360 degree Starmy live 2

360 degree Starmy performance

Starmy Heart Beat Breaks Glass video

Starmy Blue Skies Abound live

Starmy interview with Alex Boye

SoundCloud music portfolio

Healthy Harvest presentation

Geometric Art learning presentation

Future Generations and privacy concerns

Continuing work and discussion

I can walk through governance documents, training design, client workflows and product decisions in conversation. TEC working materials and private client systems are discussed through an appropriate review rather than exposed through public access links.

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