

Warren Velázquez, M.A.

DESIGN & PROGRAM OPERATIONS · SYSTEMS, INTAKE, CAPACITY, DELIVERY

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SUMMARY

Design and program operations leader, **13+ years**, building the intake, review cadence, capacity view and tooling that let design teams ship on dates that do not move. I am the operating layer of a brand function at Dow Jones now: I consolidated **eight event and conference properties onto one design system** (six of eight migrated, build time cut about 80%), own the Asana implementation for reporting, capacity and resourcing, field quarterly demand from **six functions**, and resource my own team across design, content design and copy. Before that I built a creative operations function from zero and hired the team into it, and held a fixed launch calendar across five Android properties from the agency side. Graduate studies at Hyper Island in business strategy, product development, experience design and change management.

WHAT I RUN

OPERATIONAL FRAMEWORKS

Intake and triage across six requesting functions at Dow Jones. Production processes and ceremonies introduced from zero at Everyrealm, then cut when they stopped earning their slot.

CROSS-FUNCTIONAL DELIVERY

Stewarded a design system into production with Infosys and 28+ engineers. Two years embedded in Google's Android pod with no authority over anyone I needed.

DELIVERY CULTURE

Build time cut about 80% by removing friction, not adding effort. On record for capacity planning that hit targets across every workstream without burning the team out.

PROGRAM LEADERSHIP

About eight events and six launches over five months, each a fixed-date go-live. Two years of public Android launch dates. An eleven-month research and design program into production.

REVIEW AND WORKFLOW COORDINATION

Review cadences structured so misalignment surfaces before build, not during it. A workflow map of where each execution ritual leaks and what answers it.

TOOLING AND VENDOR MANAGEMENT

Asana owner. Three planning tools built rather than bought. Vendor relationships owned end to end, and eight years on the agency side of the contract.

EXPERIENCE

Dow Jones, UX Program Manager, Brand

New York, NY · Feb 2026 – Present

- Brand steward for all product touchpoints and product-connected materials. Scope spans **content design, UX and UI, motion and some video production** across the event and conference properties, including JournalHouse and the WSJ Leadership Institute.
- Led a **design system consolidating eight core property builds into one**, six of eight migrated, **cutting build time about 80%** and removing cross-property inconsistency. The system half was design work: tokens defined in Figma for every brand asset, so eight properties run on one system and still look like themselves.
- Own the brand marketing team's **Asana implementation** for reporting, capacity and resource management, and resource my own team across design, content design and copy.
- Built **Relay**, an AI intake tool that reads quarterly plans and requests arriving from six functions in six spreadsheet formats and turns them into one resourced plan. Planning finishes in Relay; execution runs in Asana. **One user: me. The six teams send files.**
- Partner with the commerce and acquisition product design teams on acquisition, onboarding and upsell across WSJ.com, Barron's.com and MarketWatch.com.

Senior Project Manager, Product & Digital Production (Freelance)

New York, NY · Apr 2023 – Feb 2026

- GE Healthcare**, via Vertic and Globant. Delivery manager on the global **Better Health Study**, joining for the latter stages of the data-analysis phase and owning client stakeholder relations, asset-production planning, and delivery: executive leadership presentations, a global website, results-and-findings PDFs, and close to a hundred short-form video and static assets, all through one gated publishing pipeline.
- Moving Brands**, for NYU Langone. Project planning and PM for the discovery phase, plus a **UX and information-architecture audit** of the website design system.
- Prophet**. MVP website redesign and **CMS migration planning** for a pharmaceutical client during the Endo–Mallinckrodt merger.
- Built solo**: eonmen.com and oaktree-international, where I handled content strategy and production, UX and UI design, and Webflow Enterprise implementation and CMS setup myself. Plus product and operations consulting for Azai Studios and pre-launch planning for thestrainapp.com.

Everyrealm, Director of Creative Operations

New York, NY · Mar 2022 – Mar 2023

- Web3 metaverse start-up, **\$50M+ from a16z** and others, later pivoting to game publishing. **Built creative production from zero.** There was no defined structure or workflow when I arrived: I sourced and staffed 3D artists, UI and UX, motion and visual designers, then defined the project plans and introduced the production processes and ceremonies they worked inside.
- Delivered across **12 metaverse platforms** plus web2 properties and brand work. On **The Row**, thirty one-of-a-kind 3D architectural landmarks by named artists, I owned the Monaverse vendor relationship through implementation and platform testing to a single coordinated launch, plus external motion, 3D-rendering and video production.

Huge @ Google, Lead Project Manager, Android Pod

New York, NY · Mar 2020 – Mar 2022

- Spearheaded design and development roadmap planning and oversaw creative, content, site deployment and **localization** delivery for Android. As part of an embedded Google pod we held **five properties under one website maintenance contract**: android.com (including the **Android 12 launch**), tv.google, Wear OS, Android Auto and Android Enterprise, against public dates that could not move.
- The **connective tissue** between internal executives, four Google product marketing stakeholders and their Web Strategy Director, and our own designers and engineers. Nobody in that chain reported to me.
- Planned and led a **year-long UI and UX research and design phase on the future of Google Search Ads**, directing **4–6 designers** on Huge's side with Google's Search UX Design Director and his team. Also ran the planning phase for the Google Classroom product demo.

Vertic, Senior Digital Project Manager

New York, NY · Jan 2017 – Mar 2020

- A hybrid project and product role. Flagship: **Arizona Public Service**, Arizona's energy company and solar networks. A complex utility .com, a mobile app and dashboard visualizations on financial data and energy exchange, on one information architecture and **comprehensive design system** whose elements ran across hundreds of public, account-based and transactional pages. Three months of UX research, months of industry deep dives and multi-day workshops, an eight-month design phase, then into production with **Infosys and 28+ engineers**. I structured the review cadence so misalignment surfaced before build, which is also how skeptical utility executives ended up inside the process instead of around it.
- Also **Innophos.com**, a secure custom B2B e-commerce platform for a highly regulated industry, plus enterprise sites and multi-country campaigns for Vodafone, SAP Ariba, Microsoft and Merck.

POSSIBLE, Digital PM & Producer

New York, NY · May 2015 – Dec 2016

- Petfinder.com redesign and rebrand. Purina Veterinary Diets web app for vets worldwide. Campaign production for Degree and Wild Turkey. Support to the program lead across part of ConEdison's website UX research and design phases.

Beyond, Digital Producer

New York, NY · Oct 2013 – Apr 2015

- Google's "Google for Work" website redesign on a tight deadline with a distributed team, and Google DoubleClick's rebrand. Viacom's intranet portal and Office of Global Inclusion community site. Design explorations for a Novartis heart-failure patient app.

Byte Feed Media, Project Lead and Founder

San Juan, PR / Miami · Oct 2011 – Oct 2013

- My own shop. Campaign sites and mobile apps for Nissan and for government projects in educational technology and public transport, including a **Clio-winning idea** for the website and Facebook app behind the Puerto Rico Police's "Ni Una Bala Más" campaign.

DESIGN SYSTEMS, OPERATIONS TOOLING AND AI

Design systems: eight properties onto one at Dow Jones · a comprehensive system for Arizona Public Service, into production with 28+ engineers · a UX and IA audit of NYU Langone's system via Moving Brands. **Operations stack**: Figma, Asana, Jira, Webflow Enterprise, and the CMS layer underneath eight event properties. **Built rather than bought**: **Relay** (intake and planning, live, one user) · **Vizor** (capacity and review timing, private beta) · **PACTO** (agreements, private). I write the requirements, direct the AI agents that build, then review and correct. I am not an engineer and I do not hand-write production code.

EDUCATION

M.A., Digital Media Management, 2014

Hyper Island (Sweden) / Teesside University (U.K.)

Business strategy and development, product management and development, experience design covering human interaction, design and research, and change management and transformational leadership.

B.S., Advertising Communications & Marketing Management

Universidad del Sagrado Corazón

Written for the Senior Experience Design Operations Manager role at Expedia Group. Every figure here is one I keep myself and can walk through. The full line-by-line read of the posting, including the four places I am a partial fit and why, is at [expedia.warren.digital](#).

SELECTED CLIENTS

Google · Android.com · tv.google · Google Search Ads · GE Healthcare · Microsoft · SAP Ariba · Vodafone · Merck · Novartis · NYU Langone · Viacom · Purina · Petfinder · ConEdison · Innophos · Arizona Public Service · Nissan