

wishing4harvey.warren.digital

Every line of the posting judged, with the gaps named. Roughly a ten minute read. Private link: not indexed, reachable through the link only. Please ask before forwarding.

Warren Velázquez, M.A.

SENIOR PROGRAM MANAGER, WEB — ENTERPRISE WEB PROGRAMS, DESIGN SYSTEMS & FIXED-DATE DELIVERY

warren.digital | pr.wvelazquez@gmail.com | 917-554-5173 | linkedin.com/in/w-velazquez | New York, NY

PROFESSIONAL SUMMARY

Program and production leader with **13+ years** planning and overseeing enterprise web work, from requirements through delivery: Google's marketing properties at Huge (**android.com** through the **Android 12** launch, **tv.google**, **Wear OS**), a US utility's transactional **.com and mobile app** on a design system built with Infosys and **28+ engineers**, and healthcare, telco and CPG programs in between. Start-ups to Fortune 500, B2C and B2B, small initiatives to multi-million-dollar global programs. Large engagements of **six months to a year** holding designers, developers, content, strategy and marketing to one plan, including **teams split across three time zones**. Now at Dow Jones: brand across the web for WSJ.com, Barron's and MarketWatch, the acquisition and subscription flows, and a design system unifying **10+ event and conference sites**. **Three years inside an agile cadence at Vertic** (requirements gathering, a research phase planned to feed design and engineering sprint planning, stand-ups and scrum), design sprints at Huge. Builds the operating systems that let teams ship on fixed dates: intake, review cadence, capacity planning and tooling, including AI.

EXPERIENCE

Dow Jones — UX Program Manager, Brand

New York, NY · Feb 2026 – Present

- Manage and oversee **design updates across 10+ event and conference websites** (e.g., WSJ Tech, Dow Jones Risk Summit) and their brand assets — spanning content design, UX/UI, **motion design, and some video production** — supporting **~8 events and 5 launches in the past 5 months**, each a fixed-date go-live.
- Lead a **design system unifying the event-site builds into one** (6 of 8 core properties migrated), **cutting build time ~80%** and eliminating cross-property inconsistencies.
- Built **Relay**, the AI intake and planning layer, solo: six teams in six spreadsheet formats reconciled into one schema, missing fields chased rather than guessed, and a ranked plan where every item carries a reason and a capacity cost. **120+ requests scoped since June**. Its honest limit: one user, me.
- Own the brand marketing team's **Asana** implementation for reporting, capacity, and resource management; partner with commerce and acquisition product design teams on acquisition, onboarding, and upsell experiences across WSJ.com, Barron's.com, and MarketWatch.com.

Senior Project Manager / Digital Production (Freelance)

New York, NY · Apr 2023 – Present

- GE Healthcare** — managed the asset-production phase of the global "**Better Health Study**," one of GE's largest marketing campaigns: executive-level visualizations, a global website, and **hundreds of media assets** with supporting data analysis, delivered through one gated publishing pipeline.
- Moving Brands** — UX/IA audit strengthening NYU Langone's website design system.
- Prophet** — planned and managed an MVP website redesign for a pharmaceutical client during the Endo–Mallinckrodt merger; defined brand and Webflow production for eonmen.com.

Everyrealm — Director of Creative Operations

New York, NY · Mar 2022 – Mar 2023

- Web3 metaverse start-up (**\$50M+ from a16z** and others; later pivoted to game publishing). Built creative production **from zero** — sourced and staffed a team of 3D artists, UI/UX, motion, and visual designers and introduced new production processes and methodologies.
- Delivered metaverse real estate across **12 platforms** plus web2 properties and brand work. On **The Row**, owned the external vendor relationship with **Monaverse** through implementation and platform testing to a single coordinated launch, and managed external vendors across the **motion and 3D-rendering production and the promotional video**.

Huge @ Google — Senior Project Manager, Android Pod

New York, NY · Mar 2020 – Mar 2022

- Managed updates to **tv.google** (Google TV), **android.com** (including the **Android 12** launch), and **wearos.google.com** — owning the design and development roadmap and holding a fixed launch calendar across all three, with creative, content, **site deployment, and localization** on the line.
- Served as the **connective tissue** between internal executives, Google product marketing managers and strategists, and our designers and engineers — continuously reprioritizing to hit time-sensitive dates without team burnout.
- Planned and led a **year-long UI/UX research and design phase exploring the future of Google Search Ads** — directing **4–6 designers** with Google's Search UX Design Director and his team, spanning new ad **formats including video**.

Vertic — Senior Digital Project Manager

New York, NY · Jan 2017 – Mar 2020

- Delivered end-to-end enterprise website projects and multi-country campaigns for **Vodafone, SAP Ariba, Microsoft, Innophos, and Merck**.
- Flagship: a new **B2C transactional .com and mobile app for Arizona Public Service (APS)** — a 3-month UX research phase and 8-month UX/UI design phase producing a comprehensive design system, stewarded into production **in collaboration with Infosys and 28+ engineers**; structured review cadence aligned skeptical energy-utility executives early.
- Ran **requirements gathering with stakeholders** and planned the research phase so its output fed **sprint planning on both the design and the engineering side**, then worked through **stand-ups and scrum** to launch. Retrospectives at project close, including one with the utility client.

POSSIBLE — Digital Project Manager

New York, NY · May 2015 – Dec 2016

- Petfinder.com redesign, rebrand, and launch campaign; Purina Veterinary; SEM/social for Degree and Wild Turkey; supported UX and development on ConEdison's .com.

Beyond — Digital Producer

New York, NY · Oct 2013 – Apr 2015

- Managed design and development of Google's "Google for Work" site under a tight deadline with the team split across **three time zones**; Viacom intranet portal and Office of Global Inclusion site; Novartis heart-failure patient-app explorations. Produced sales collateral for Google's programmatic and DoubleClick products with their product marketing leads, plus a white paper series published on Google's DoubleClick blog in 2014.

TOOLING AND SYSTEMS I BUILT

Relay, above, and a **resourcing tool for my own team**: capacity computed rather than assumed, with time off, standing meetings and partial weeks taken off the top, so an over-capacity week surfaces before the work is promised away. The decision made in the resourcing hour reaches the plan of record without a second write-up, and nothing moves until a person confirms it. Both are fully built and in real weekly use on my own planning, not deployed across my employer. Separately, one **Airtable and Anthropic API workflow** set up end to end for a friend's products: agents running outreach, lead generation and reporting into typed fields, with a control view on top showing cost, last run and what each agent is waiting on. One build rather than a practice, and I use that distinction when I rate myself on the tool. I specify the system, direct AI agents to build it, review what comes back and send it round again, with staff engineer friends advising. I am not an engineer and I do not hand-write production code.

EDUCATION

M.A., Digital Media Management

Hyper Island (Sweden) / Teesside University (U.K.), 2014

B.S., Advertising Communications

TOOLS

Asana (implementation owner, extended over its API) · JIRA · Confluence · Airtable · Figma · Linear (familiar) · Webflow · Notion

SELECTED CLIENTS

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