

Warren Velázquez, M.A.

PROGRAM LEADER: DESIGN OPERATIONS, PORTFOLIO & AI-ENABLED OPERATIONS

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Application page for Director, Project Management, Design Operations, Capital One: **c1.warren.digital**. Every line of the posting, each with a receipt or a plainly stated no, plus an operating model built from it.

PROFESSIONAL SUMMARY

Program leader with 13+ years taking complex digital products and campaigns from signed deal to on-time public launch, across enterprise engineering teams, external partners, and executive stakeholders. Known for building the operating systems, intake, review cadence, capacity planning, and reporting, that let cross-functional teams ship on fixed dates without burning out. Self-taught in AI and agent orchestration: built the AI intake the Brand function runs on, reading six teams' plans into one prioritized, resourced plan, and the reporting views that turn work-management data into decisions. Tools: Figma (4+ years), Jira and Confluence (8+ years), Asana (implementation owner). M.A., Digital Media Management. Not an engineer: specifies, directs AI agents, reviews, and owns the decision about what the model does not decide.

EXPERIENCE

Dow Jones, UX Program Manager, Brand

New York, NY · Feb 2026 – Present

- Sole UX Program Manager, and lead, for the Brand function (the brand division does not use traditional levels for program titles): intake, capacity, reporting, and cadence for design work across event and conference websites (e.g., JournalHouse, WSJ Leadership Institute) and their brand assets, spanning content design, UX/UI, motion design, and some video production, supporting ~8 events and 6 launches in the first 5 months, each a fixed-date go-live.
- Built a robust AI tool for the intake process, receiving and triaging requests from 6 teams: subscription strategy, product design, product management, performance marketing, CRM, and event marketing. Reads the plans teams already send, chases missing fields, and returns one prioritized, resourced plan, each item with a reason and a capacity cost. Priority and resourcing decisions stay human by default.
- 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; migration decisions made on data tracked in self-built views.
- 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 Program and Project Management (Contract)

New York, NY · Apr 2023 – Feb 2026

- 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

- Venture-backed start-up (\$50M+ from a16z and others) building metaverse environments. Built creative production from zero: sourced, staffed, and managed 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 motion, 3D-rendering production, and the promotional video. (The board later pivoted the company toward game development when that market turned down.)

Huge @ Google, Senior Project Manager, Android Pod

New York, NY · Mar 2020 – Mar 2022

- As pod lead, planned and oversaw the design and development updates to tv.google (Google TV), android.com (including the Android 12 launch), and wearos.google.com, delivered against Google's launch calendar, 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. Tracked burn and spend on those engagements throughout.
- Planned a year-long UI/UX research and design phase exploring the future of Google Search Ads, defining the sprints with the design lead and Google's Search UX Design Director and keeping 4–6 designers on track against the goals, as an embedded 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; a structured review cadence aligned skeptical energy-utility executives early.

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 a distributed team; Viacom intranet portal and Office of Global Inclusion site; Novartis heart-failure patient-app explorations.

SELECTED TOOLS, BUILT SOLO DIRECTING AI

Three operations tools taken to launch-readiness for problems in the role, each in real weekly use: the AI intake above; a resourcing tool in which a decision made in the meeting is captured as it happens and staged for a one-click yes, so capacity is computed, not assumed; and an agreements system that records the commitments made in conversations that start before anything is signed. Used for personal planning, not deployed across the employer. Self-taught in AI, agent orchestration, and the production foundations of building scalable AI products; identity, permissions, and the human decision boundary designed in from the start.

EDUCATION

M.A., Digital Media Management

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

B.S., Advertising Communications

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