

JUSTIN GUARDIANI

Product Manager | Digital Products, eCommerce & Platform Strategy

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SUMMARY

Product manager with 15+ years building digital products and eCommerce experiences for Universal, Publix, Hasbro, and HSN, managing \$50M+ in career budgets. Finds the real problem, makes the hard scope call, and ships what moves the numbers: a 17% conversion lift, a 30% rise in app NPS, a 300,000-member loyalty program, and a ~5% in-store sales lift. Grounded in discovery, RICE, MoSCoW, and Kano prioritization, A/B testing, and AI-enabled product delivery.

CORE SKILLS

Product: Discovery and Research, Roadmapping, Prioritization (RICE, MoSCoW, Kano), A/B Testing, User Stories and Acceptance Criteria, Build vs. Buy, Pricing and Packaging, AI Product Delivery

Tools: Jira, Confluence, Figma, Adobe Target, Optimizely, Adobe Analytics, Google Analytics, GTM, Claude, Gemini

PROFESSIONAL EXPERIENCE

Ascendum | UI Designer & Project Manager, Contract

Remote | Mar–Jun 2026

- Owned the UI backlog roadmap for Norfolk Southern's design system, turning Business Owner requirements into epics and stories and managing five designers' sprint work under RACI-based change control.
- Used AI to refine the sprint backlog, bringing a 10-sprint initiative in at 7 (30%) and reinvesting reclaimed time into de-risking mobile workflows.
- Built an AI-enabled Figma-to-developer handoff that replaced rounds of developer review with real-time refinement, packaged as a reusable client-facing capability.

Old Republic Title | Senior Project Manager, Contract

Tampa, FL | Sept 2025–Feb 2026

- Owned product strategy for an API-driven HR/benefits chatbot, leading a 7-person pod through two UAT rounds (78% → 90%) to approval for permanent and customer-facing deployment.
- Applied RICE and MoSCoW scoring to sequence 15–20 concurrent initiatives (site and brand redesign, an AI chatbot, backend updates) across three product teams by impact, capacity, and regulatory risk.
- Used Claude to turn raw stakeholder input into sharper user stories, lifting team velocity 15% by reducing rework and planning noise.

Curious Jane | Project & Product Manager

Lakeland, FL | Sept 2024–Sept 2025

- Designed a tiered digital-footprint offering for clients and franchisees: a templated, cost-effective base package with a scalable upgrade path to counter rival agencies on price and speed.
- Ran customer and prospect research and journey mapping to define requirements for franchise-recruitment sites, then directed resourcing, UAT, and launch.
- Partnered with Sales to launch a tiered B2B program that closed 2 new agency clients and 20 franchise deals for \$60,000+ in revenue.

Universal Destinations & Experiences | Project & Product Manager

Orlando, FL | Jul 2022–Aug 2024

- Owned strategy and roadmap for interactive park maps and geo-wayfinding, scoring a 50+ API-integration backlog with RICE and Kano and validating features through A/B testing.
- Drove a 17% conversion increase across B2C and B2B2C funnels through A/B testing and UX research, starting tests ahead of schedule on reclaimed design time.
- Moved the mobile app to Flutter for smoother motion and lower battery drain and launched five purpose-built calendar types, contributing to a 30% lift in app NPS.
- Caught two cross-system risks before build: corrupted code on certain Figma-to-dev handoffs and an unchangeable map "True North" setting, turning icon rotation into a scoped, aligned decision.
- Extended accessibility to deep screen-reader support so blind guests could access video and audio content on guest-facing sites.
- Selected as Team Lead for the Associates Culture Committee, expanding professional-growth programming.

Publix Super Markets | Sr. Project & Product Manager, PMO Leadership

Lakeland, FL | May 2016–Jul 2022

- Owned the Digital Board product (30 stores, 12 screens each), cutting ~\$3M in requested content and replacing the vendor platform with an in-house CMS; ~5% sales lift on select campaigns.
- Moved the print-and-email Wine Club to a dedicated digital experience, retiring paper sign-up cards and migrating ~8 years of content; membership grew to 300,000, sign-ups up 30%.
- Acted as product manager for a DAM serving 300+ associates across eight marketing departments, running surveys, interviews, and discovery sessions, writing user stories, and driving sprints.
- When asset reuse surfaced a labeling issue, revised processes and BRD guidance to fix it; everyday-item photoshoots fell ~30% year over year.
- Owned Publix's first online gift-card checkout end to end, a purchase-and-reload flow built from scratch, driving payment-tokenization decisions so returning customers skipped re-entering payment details.

FKQ Advertising & Marketing | Project Manager, Digital

Clearwater, FL | May 2012–Dec 2014

- Facilitated a client/agency summit and 3-day, 100+ person focus-group series that set direction for the Dollar.com/Thrifty.com rebuild, cut redundant tooling, and added validated features.

Hasbro | Product Manager, Digital Experiences

Pawtucket, RI | Apr 2009–Apr 2012

- Owned post-launch prioritization and studio partnerships for the casual-games roadmap, applying RICE, MoSCoW, and A/B testing to drive a 17% lift in annual game revenue.
- When MY3D fell short of market goals, paused the remaining roadmap, retired the microsite, and moved the product into filtered product listings to help clear warehouse inventory.

EARLIER EXPERIENCE

*These and other experiences at [justinguardiani.app](#)***Digitas | Project & Product Manager**

- Launched the \$1.5M GM Owner Center on Yahoo.com; when adoption stayed low, recommended pausing to fix weaker features before further investment.

Acquirgy/SendTec | Product & Project Manager

- Found video drove 3x the performance of static content and made it standard; Ryobi's off-season campaign drove a 500% sales increase.

HSN | Product Manager, eCommerce

- Cut checkout bounce from 80%+ to ~15% and built the business case for systems that lifted conversion 200–300% in 3 months.

EDUCATION

B.S., Speech Communication & Rhetorical Studies, Syracuse University

CERTIFICATIONS

Scrum Certification: in progress, expected Q1 2027