

JUSTIN GUARDIANI

Program Manager | Multi-Team Digital Programs, Governance & Change Management

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SUMMARY

Program manager with 15+ years leading multi-team digital programs for Fortune 500 and global consumer brands, including Universal, Publix, and Hasbro. Aligns teams, vendors, and executives across markets, managing \$50M+ in career budgets, including a \$6-8M omnichannel portfolio at Publix and a \$5M+ Global Design System at Universal. Builds governance that holds (year-long roadmaps, quarterly reprioritization, RAID and RACI), rolls out change that sticks by piloting first and then scaling, and grows the people who do the work.

CORE SKILLS

Program Leadership: Multi-Team and Multi-Market Programs, Portfolio Governance, Roadmapping and Quarterly Prioritization, Executive Reporting, Budget and Funding Management, Vendor Management, Stakeholder Alignment

Change and Delivery: Change Management, Pilot-to-Scale Rollouts, Training and Enablement, Agile Coaching, Scrum, Kanban, Waterfall, Hybrid, SAFe (practitioner), RAID, RACI, Change Control

Tools: Jira, Confluence, Workfront, Smartsheet, Microsoft Project, Asana, Figma, Claude, Gemini

PROFESSIONAL EXPERIENCE

Ascendum | UI Designer & Project Manager, Contract

Remote | Mar-Jun 2026

- Directed three concurrent IT integration and UX/UI initiatives for Norfolk Southern, owning lifecycle delivery, financials, and cross-functional alignment on sprint priorities.
- 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.
- Delivered weekly performance reporting to Business Owners and executives, turning status, dependencies, and roadmap trade-offs into clear recommendations.

Old Republic Title | Senior Project Manager, Contract

Tampa, FL | Sept 2025-Feb 2026

- Directed 15-20 concurrent IT integration and software initiatives across three product teams in a regulated environment, owning lifecycle delivery, financials up to \$2M, and change control.
- Piloted an AI-enabled hybrid Agile model on one project (bugs 50 → 10 in five sprints), then scaled it across the portfolio, cutting project lifecycles 25%.
- Single point of contact for a 24-week rebrand across 10 product teams; rebuilt the rollout comms plan around development and print timing and presented the new brand book.

Curious Jane | Project & Product Manager

Lakeland, FL | Sept 2024-Sept 2025

- Standardized delivery (parallel design/dev tracks, a Figma template library), cutting average base-site builds from 6 months to 2, landing pages from 3 to 1, and emails from 8 weeks to 2.
- Secured C-suite approval for an agency-wide AI governance framework, writing usage standards into the delivery BRD and requiring human review of all AI output; carried it into later engagements.
- Delivered \$100K+ in retained savings while reducing overtime and weekend work, serving as the client's day-to-day contact and running decision forums to keep the account on track.

Universal Destinations & Experiences | Project & Product Manager

Orlando, FL | Jul 2022-Aug 2024

- Led a 30-person team delivering a \$5M+ Global Design System across web and mobile for the US, Japan, and China (106M+ annual guests), managing budgets, scope, and change control across 50+ stakeholders under SAFe.
- Ran the day-to-day timeline and priority plan for Japan's GDS conversion, sequencing US builds and handoffs and timing releases to in-market moments.
- Brought Design, Copy, and Legal into one staged review on a behind-schedule 1,000+ page program, cutting the design lifecycle up to 40% and returning \$500K+ in team and vendor hours.
- Managed 124 logos, icons, and wayfinding elements for Epic Universe across Design, Engineering, Operations, and Legal/IP, and planned the land-by-land reveal program, leading the first two releases.
- Moved the UX/UI team onto Figma and 1,000+ pages across four properties onto one atomic component system, so new pages were assembled from a shared library.

- 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

- Managed a \$6–8M portfolio of 18–22 concurrent IT and digital projects, running year-long roadmaps with quarterly reprioritization and leadership approval of budgets and new work.
- Won leadership approval for a Digital Board scope reset (~\$3M content cut, in-house CMS replacing the vendor platform); the 30-store beta delivered a ~5% sales lift on select campaigns.
- Co-led an enterprise DAM rollout for 300+ marketing associates: piloted with 3 teams, trained leadership and departments, and ran a 90-day parallel run before retiring the legacy system.
- Rebuilt the Global Design System on headless WordPress with custom APIs feeding Publix.com and the Weekly Ad into 15+ sites, cutting build time from ten months to three.
- Directly supervised 3 Project Managers, all promoted, and mentored 12 more PMs and coordinators (8 to Project Manager, 4 to Senior Project Manager); ran full-cycle hiring.

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

- Directed the Hub World network launch across brand, agency, and TV-partner stakeholders under a formal RACI, managing a \$5M–\$10M budget across four show-tie-in sites.
- 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

Connelly & Partners | *Senior Project Manager*

- Authored BRDs and trained the Creative/Studio department on redesigned workflows, cutting deliverable lifecycle 10%.

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*

- Led merchants, creative, and production through a 5-day live sell-through event (90% sell-through).

EDUCATION

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

CERTIFICATIONS

PMP Certification: in progress, expected Q4 2026

Scrum Certification: in progress, expected Q1 2027