

JUSTIN GUARDIANI

Senior Project Manager | Digital Delivery, Process Improvements & Portfolio Management

justinguardiani.app | linkedin.com/in/justinguardiani | justinguardiani3@gmail.com | 813-944-8853 | Lakeland, FL

SUMMARY

Senior Project Manager and proactive thought-and-execution leader for enterprise organizations delivering complex digital programs and integrations on time by fostering thoughtful cross-functional and client collaboration. I bring 10+ years of portfolio management experience with Publix, Universal, The Home Depot, and small-to-mid-size companies. I leverage my experience to design solution-based programs scoped to support efficient, full-lifecycle roadmaps aligned to the client's needs. I provide sound judgment, take ownership, and bring a process-optimization mindset to help exceed client expectations across all project milestones and deployments.

CORE COMPETENCIES

- Program, Portfolio, and Project Management
- Strategic Scope, Planning & Roadmap Design & Execution
- Integrated Campaign Management
- Account, Client & Stakeholder Management
- Vendor Resourcing & Management
- Scaled & Enterprise-Level Delivery & SDLC
- Cross-Functional Team Management
- RFP/SOW Development & Response
- Marketing & Brand Activations
- Mentoring/Training/Hiring
- Risk Management

Project Management: Agile (Scrum, Kanban), Hybrid, SAFe, Change Control, RAID, RACI, UAT, SLAs and Incident Management, Schedule Recovery, Documentation, Reporting, Rollout and Training

Project & Collaboration Tools: Slack, Office 365, Asana, Monday.com, Jira, Confluence, Workfront, Figma, Smartsheet, GitHub, AI (Claude, Gemini, Lovable, Perplexity, Abacas)

EXPERIENCE

UI Design & Project Manager, Contractor | Ascendum | Remote | Mar 2026- June 2026

- Directed three concurrent IT integration and UI/UX initiatives for Norfolk Southern, managing lifecycle delivery, cross-functional teams, and sprint prioritization.
- Compressed a 10-sprint initiative to 7 sprints (30% reduction) using AI-powered backlog refinements, reinvesting saved capacity in mobile workflow reliability improvements.
- Owned the UI backlog roadmap for Norfolk Southern, translating business requirements into prioritized epics and stories that aligned design and development teams.
- Managed sprint delivery for five designers using RACI-based change control protocols.

Senior Project Manager, Contractor | Old Republic Title | Tampa, FL | Sept 2025 - Feb 2025

- Directed 15-20 concurrent integration and software initiatives across three product teams in a regulated environment, owning lifecycle delivery, financial up to \$2M, and change control.
- Piloted an AI-powered hybrid agile model that reduced defects from 50 to 10 in five sprints, then scaled the approach portfolio-wide to cut project lifecycles by 25%.
- Embedded RAID logs and RACI-driven escalation protocols into program governance to support compliance audit readiness.

Project & Product Manager | Curious Jane | Lakeland, FL | Sept 2025 - Sept 2025

- Standardized delivery by implementing parallel design and development tracks and creating a Figma template library, reducing base-site builds from 6 months to 2, landing pages from 3 months to 1, and emails from 8 weeks to 2.
- Led end-to-end delivery, system integration, and API development for clients, Subway, FedEx, and Kumon, owning \$2-4M in client budgets, scope, and change control.
- Owned SLAs across AWS, Sitecore, Salesforce, Adobe Target, and Google Analytics for five franchise brands, defining escalation paths, outage alerts, and daily/weekly performance reporting.

Project & Product Manager | Universal Destinations & Experiences | Orlando, FL | Jul 2022 - Aug 2024

- Led a 30-person cross-functional team to deliver a \$5M+ Global Design System for web and mobile in the US, Japan, and China, serving 106M+ annual guests.
- Managed budgets, scope, and change control for 50+ stakeholders using SAFe frameworks.
- Combined Design, Copy, and Legal into a single staged review for a 1000+ page program, reducing the design lifecycle by up to 40% and saving over \$500K in team and vendor hours.
- Improved Universal's new Agile practice by configuring Jira and Confluence to mirror Figma workflows, then integrated Jira and Workfront to eliminate manual data re-entry across user stories and project updates.
- Identified two cross-system risks: corrupted code during Figma-to-development handoffs and a fixed True North setting that would misalign wayfinding features, then drove stakeholder alignment to resolve both.
- Managed design and implementation of 124 logos/icons for the Epic Universe theme park across digital and in-park experiences, coordinating cross-functional teams, vendors, legal, and stakeholders to deliver against a phased rollout plan.
- Selected as Team Lead for the Universal associates culture committee, designed to expand professional-growth and culture programming.

Senior Project & Product Manager, PMO Leadership | Publix Super Markets | Lakeland, FL | May 2016 - Jul 2022

- Managed a \$6-\$8M Omnichannel portfolio of 18-22 concurrent digital projects, integrations, and enhancements for a \$60B retailer, owning lifecycle planning, scope, delivery, vendors, and change control.
- Built a Global Design System for a headless WordPress site with a custom API feeding 15+ Publix-related sites and weekly ads content.
- Refined project processes, cutting build time from 10 months to 3 months across the program portfolio.
- Launched the first site on a new WordPress platform (Hispanic Heritage), resolved post-launch issues within the vendor SLA; documented fixes as the go-live blueprint for subsequent site projects.
- Managed cutover from third-party signage platform to an in-house CMS across 30 stores, with a 30-day vendor fallback, staff training, and store-level support teams.
- Directly supervised three Associate Project Managers (all promoted) and mentored 12 additional Project Managers, with 8 advancing to Project Manager and 4 to Senior Project Manager. Managed the full-cycle hiring process.

EARLIER EXPERIENCES

Additional insights for these and other experiences can be viewed at justinguardiani.app

Project Manager, Digital | FKQ Advertising & Marketing | Clearwater, FL | May 2012 - Dec 2014

- Relaunched St. Pete-Clearwater Airport's website with self-managed CMS, in-CMS email capabilities (30% list growth in 90 Days), and a new Arrivals & Departures feed product; authored a BRD and training guides, then led CMS training for airport support staff.

Project & Product Manager | Acquirgy/SendTec | St. Petersburg, FL

- Built and led an 8-person team to launch a new HomeDepot.com retail-media program, delivering 98% of campaigns on time across 50+ launches. Paid media and Sites all contained within the HomeDepot ecosystem.
- Managed 50+ Retail-Media programs ranging from \$250K-\$1M per project. Programs include Site, Paid Media and custom Video content.

EDUCATION & CERTIFICATIONS

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

PMP Certification - In Progress, expected Q4 2026

Certified ScrumMaster (CMS) Certification - In Progress, expected Q1 2027