

# Justin Emerson

Program Manager / Project Manager / Scrum Master (SMC)

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## Summary

I'm a Project Manager, Program Manager, and Certified Scrum Master (SMC) with over 10 years of experience managing CMS migrations and implementations, mobile application development, SDLC, Agile, waterfall and hybrid projects incorporating best practices in accessibility and UX.

I have worked in the industries of mobility, e-commerce, software development, gaming, education, and banking with top organizations such as Allstate, Wells Fargo, Meta, and Adobe. I am passionate about clear communication and cross-functional collaboration with a sharp eye for detail while never losing sight of the big picture.

You can count on me to provide outstanding empathy, excellent communication, strong attention to detail, exceptional organization, a solid work ethic, and a friendly, collaborative approach.

## Employment

**Avail**, a subsidiary of Allstate, Scrum Master/Technical Program Manager 02/2021 — 02/2023

*San Francisco, CA*

- Launched the new low-touch (automated key box) initiative with great success, managing the testing and execution as well as documenting the process for future rollouts.
- Refined the postmortem process including triaging and reporting incidents and incorporating into company-wide metrics to aid in identifying and reducing repeated incidents in production.
- Managed releases for the engineering organization including hot fixes and dot releases (patches). Incorporated DORA metrics to track and report release health to leadership.
- Revamped the mobile application and web standalone experiences in partnership with an external vendor, informed by user research. This project impacted every team in the company.
- Sent out company-wide release communications each sprint to explain in easy-to-understand language what was in each release and if there were any issues with the release.
- Presented release metrics in quarterly all hands company meetings.

**Facebook** contract through Advantis Global, Project Manager 09/2020 — 02/2021

*Menlo Park, CA*

- Managed and tracked the testing process for the AR/VR team, including bug tracking and triage.
- Release tracking and reporting for the AR/VR team.
- Worked with cross-functional teams of engineers using Agile methodology including daily standups, sprint planning / review and retrospectives.
- Collaboration and implementation of new processes to support cross-functional development teams.
- Status reports and project documentation including issue log and risk mitigation.

**Wells Fargo** contract through Ettain, User Experience Producer / Project Manager 08/2018 — 08/2020  
*San Francisco, CA*

- Implemented digital small business loan application solution resulting in 85% reduction in time and overhead associated with application process and \$28MM projected revenue in first year.
- Managed projects from concept through launch including iterations drawing on user research and testing and adherence to design systems, brand standards and best practices.
- Single point of contact for cross-functional teams including engineering, program, product, business, design, content strategy, legal, risk, compliance, accessibility, and user research.
- Documented, developed and communicated best practices via tools such as SLAs, sizing, traceability matrices, approver guides, project plans, timelines and retrospectives.
- Collaborated with cross-functional teams to ensure WCAG / ADA compliance and alignment with agile / hybrid methodologies, brand standards and best practices across multiple work streams.
- Routed design system deliverables (wireframes, copy deck, message matrix, visual design and accessibility specs) through the UX delivery lifecycle in an efficient and timely manner, consistently meeting or exceeding deadlines despite multiple changes.

**Freelance** Project Manager 05/2012 — 08/2018

*San Francisco, CA*

- Converted an artist's entire catalog to digital format; reduced a company's vendor costs by 40%.
- Developed design systems, wireframes, storyboards, prototypes, research and testing reports.
- Communication strategy and development, design system development, ROI analysis.
- Managed complex product and project implementations from concept through execution.

**Adobe Systems**, Sr. Interactive Producer / Project Manager 02/2009 — 05/2012

*San Francisco, CA*

- Global, large-scale migration of Adobe's static Education site and microsites to WCMS platform.
- 80% reduction in content, resulting in significant, ongoing overhead/maintenance savings.
- First Adobe site-wide globalization; served as the boilerplate for subsequent migrations.
- Translated into 27 languages in 60 locales, launching on time and under budget.

**Charles Schwab** contract through netPolarity, Sr. Interactive Producer / PM 09/2007 — 03/2008

*San Francisco, CA*

- Development of internal tools and processes to improve employee productivity and satisfaction.
- Vendor management, contract negotiation, RFPs, SOWs, technical writing and technical training.
- Functional requirements, feasibility assessments, scope definition, build management.
- QA scripts and test cycles, bug regression, change management, release management.

**MTV/Viacom**, Sr. Interactive Producer / Project Manager 09/2006— 09/2007

*San Francisco, CA*

- Development of internal initiatives, corporate and public sites, and media enhancements.
- Management of strategic partnerships, projects, sponsorship and advertising campaigns.
- Quality Assurance, web production, copywriting, creative direction and graphic design.
- Campaign and asset reporting, documentation of all internal processes/procedures.
- Creation and execution of cross-organization communications strategy.

**Frameline**, Project, Marketing & Public Relations Manager 01/2006 — 09/2006

*San Francisco, CA*

- Reversed and resolved negative press through conflict resolution, outreach and collaboration.
- Strategic partnership development with local community leaders and global organizations.
- Development and management of marketing campaigns (online, print, broadcast).
- Worldwide affinity development with festival directors, filmmakers and the press.
- Created a new marketing plan and organization's first true marketing department.

**Expression College**, Interactive Producer / Project Manager 03/2002 — 01/2006

*Emeryville, CA*

- Increased enrollments by 20% as a result of rebranding based on user testing and research.
- Maintained all digital projects including first CMS implementation and two major site redesigns.
- Implemented proprietary CMS including web publication process, error handling and analysis.
- Developed company tagline, articles, newsletters, online, print and broadcast campaigns.
- Managed and partnered with external vendors in large-scale Webby-nominated redesign.

## Education

- International Scrum Institute, Scrum Master Accredited Certification, 2021
- Wells Fargo Agile, Customer Experience, ADA and Compliance Training, 2018—2020
- User Experience Circuit, General Assembly, 2018
- Demandware Developer Training, 2012
- Conflict Resolution and Leadership Training, Adobe, 2011
- Co-Active Coaching Fundamentals, Coaches Training Institute, 2008
- Digital Graphic Design, Expression College for Digital Arts, 2006

## Volunteer Experience

**Avail, an Allstate Company**, Panelist, 12/2021

*San Francisco, CA*

- Panelist in the Trans\* AMA (Ask Me Anything) presentation to increase empathy and awareness around trans\* employees and customers, fostering deeper inclusion, diversity and equity.

**Wells Fargo**, Panelist, 05/2020

*San Francisco, CA*

- Panelist in the Empathy for People with Disabilities presentation to deepen learning around accessibility challenges and designing for accessibility. An invitation to User Experience professionals to become accessibility allies and advocates.

**Island Cat Resources and Adoption**, Volunteer, 07/2016 — 08/2018

*Alameda, CA*

- Trapped, spayed/neutered and released feral cats, obtained veterinary services for sick and injured cats, fed and monitored feral cats / colonies, neighborhood outreach and education.

**SF-Marin Food Bank**, Volunteer, 04/2012

*San Francisco, CA*

- Packaged and sorted food to distribute to SF Food Bank pantries which serve families in need. Worked to raise awareness and increase donations to SF Food Bank.

**Charity Water**, Fundraiser, 10/2010

*San Francisco, CA*

- Raised funds to drill two wells and provide clean drinking water to two communities in Ethiopia. As a result, 800 people now have sustainable access to clean drinking water.

**Pacific Center for Human Growth**, Facilitator, 08/2003 — 01/2006

*Berkeley, CA*

- Founder / community facilitator for the East Bay FTM Support Group: a place for people along the FTM / AFAB / FAAB / trans masculine spectrum, regardless of transition / questioning status, to find and foster support and community. In addition to community support, the group had film screenings centering FTM / AFAB / FAAB / trans masculine experiences, clothing swaps, knowledge and resource sharing, and transition support (including legal and medical support).
- Also founded and maintained the Bay Area FTM Brotherhood mailing list and Yahoo Group to provide online support in addition to the weekly in-person group. I also served as a panelist at a Pacific Center training to help therapists better understand how to better serve the needs of FTM / AFAB / FAAB / trans masculine clients.

**St. Anthony Foundation**, Volunteer, 03/2001

*San Francisco, CA*

- Volunteer food service worker in St. Anthony's Dining Room, feeding veterans, seniors, the working poor, homeless and low-income residents, recent immigrants, recent parolees, and the mentally and addictively ill.

## **Skills & Tools**

- Adobe Acrobat
- Adobe Creative Cloud
- Adobe Dreamweaver
- Adobe Experience Manager (AEM/ CQ5)
- Adobe Illustrator
- Adobe Photoshop
- Agile / Scrum
- Apache Subversion
- Bugzilla
- CMS Administration
- CMS Implementations
- CMS Migrations
- Confluence
- Copywriting
- Customer Experience
- Design Systems
- Documentation
- eCommerce
- Graphic Design
- HTML / DHTML / CSS
- InVision
- Jira
- Journey Mapping
- Kanban
- Lean UX
- Marketing
- Mentorship
- Microsoft Excel
- Microsoft Project
- Microsoft Office
- Microsoft PowerPoint
- Microsoft Visio
- Microsoft Word
- Omnigraffle
- People Management
- Personas
- PMIS (Basecamp, SharePoint, etc.)
- Project Management
- Prototypes
- Rapid Prototyping
- Sketch
- Style Guides
- Technical Support
- Technical Writing
- UI & UX Design
- User Research & Testing
- Waterfall
- WordPress
- Zendesk