JORDAN ANDERSON

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Program Manager · UX Operations · Creative Operations

Senior Program Manager and Creative Operations Leader with experience building programs from the ground up at Google and Amazon. Streamlined research velocity by 25% within 6 months. Specializes in cross-functional alignment, UX operations, and creative program infrastructure — the operational backbone that lets high-performing teams deliver.

WORK EXPERIENCE

Google (via PRPL) • Los Angeles, CA • Oct 2025 – Present
UX Program Manager

- Built roadmap structure and WIP and Launch Review cadences from scratch, establishing the first operational framework for the Motion UX program
- Aligned Design, Engineering, and Product teams across the Search Results Page, creating shared visibility and decision-making infrastructure
- Coordinated across Motion, Ads, Design Systems, and multi-surface AI integration teams to maintain cross-functional coherence
- Onboarded Engineering teams and assigned ownership across all roadmap items, ensuring accountability at every workstream
- Facilitated critical decision-making cadences to support launch-blocking alignment across stakeholders

Amazon • Remote • Mar 2023 – Apr 2025
UX Research & Design Program Manager

- Streamlined research velocity by 25% for AI/AR shopping features through process redesign and vendor consolidation within 6 months.
- Consolidated fragmented two-vendor global research operation, redirecting $20K in savings to expand research coverage into Japan
- Conceived and produced the Research Advisory Panel (RAP) — a quarterly event bringing 100+ designers and PMs together with real Amazon customers
- Built team infrastructure: UserTesting certification program, Dovetail research repository, and GDPR/CCPA compliance workflows across 10+ language markets
- EmCee'd Conflux UX Conference panels: Diversity & Inclusion in UX · UX in the Age of AI · Adobe Firefly

SKILLS

Program Management

- Cross-functional alignment
- OKR tracking
- Roadmap development
- Stakeholder management
- WIP and launch review systems

UX Operations

- Certification systems
- Dovetail
- Research repositories
- UserTesting
- UX research program management
- Vendor oversight

Global Enablement

- 10+ language markets
- GDPR/CCPA compliance
- GTM localization
- Multilingual workflow management

Tools

- Adobe Creative Cloud
- Asana
- Dovetail
- Figma
- Google Workspace
- Jira
- Microsoft 365
- Monday.com
- UserTesting

Global GTM Program Manager, Rufus AI

- Localized GTM assets for the Rufus AI launch across 10 languages and 10 markets: EU5, United Kingdom, Japan, Canada, Mexico, and Brazil
- Managed production of landing pages, product release videos, and social sizzle reels across all markets. Served as primary liaison between internal creative teams, regional marketing teams, and creative agency
- Built a custom tracking system to manage the full localization pipeline from brief to final delivery
- Built, documented, and handed off a scalable localization process for future product launches

Stylebee (YC W16) • Remote • Jan 2021 - Jan 2023
UX Program Manager

- Developed UX strategy and product expansion plans for Stylebee's mobile app across both the customer booking experience and the servicer-facing platform
- Coordinated with an international development team to align technical execution with UX goals
- Applied direct service delivery and operational insight to inform research direction and product strategy

CERTIFICATIONS

CSM • Apr 2025 - Present
Scrum Alliance

Certified Product Manager • Apr 2025
Product School

PMP • Mar 2025
Project Management Institute

UX/UI Research & Design • Dec 2020
General Assembly