

DYLAN DAWSON

SENIOR PROGRAM MANAGER + DESIGN / CREATIVE OPERATIONS LEAD

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SKILLS

Purpose-driven systems thinker who transforms complex ideas into measurable results through meticulous Program and Project Management. Implement strategic end-to-end operational solutions for marketing, design, and creative teams.

Specialize in planning and executing print and digital production. Engage, inspire, and galvanize teams around a collective vision, manage up / down, understand challenges, and enhance processes to scale the operating model.

Sometimes speaks in memes, frequently quotes The Office, and once made Betty White giggle.

- Expert PgM, PM, and DPM
- Solve Root Problems
- Data Analysis Decision-Making
- Financial Planning
- Pragmatic yet Innovative
- Proactive and Self-Driven
- Organizational Excellence
- Identify and Mitigate Risk
- Change Management Lead

EXPERIENCE

Consulting Director for Design Program Operations (freelance advisory) 02/2023 - Present
Humanity by Design San Francisco, CA

- Advise leadership on best practices for program management and operations strategy to effectively collaborate, design, develop, and deliver technology systems & media-rich products through PMO processes and workflows.

Principal Managing Partner (freelance advisory) 06/2021 - Present
Westwood North San Francisco, CA

- Enhance and improve program management and operations for marketing, design, and creative teams.
- Utilize data to turn challenges into clear, measurable business solutions and implement change strategies.

Senior Operations Program Manager 01/2023 – 09/2023
Intuit Mountain View, CA

- Managed end-to-end programs with multiple digital and print media deliverables that drove brand storytelling and marketing experiences / live events for **Intuit Corp**, **Turbo Tax**, **Credit Karma**, **QuickBooks** and **Mailchimp**.
- Collaborated cross functionally and managed up / down through clear communications and consolidated feedback.
- Owned operating systems and processes, provided strategic solutions for operational improvements tailored to multidisciplinary marketing, design, and creative teams, innovated at scale while maintaining program & team health.

Senior Program Manager (UX Design Operations) (contract) 07/2022 – 12/2022
Citrix Santa Clara, CA

- Orchestrated operational workflows for UX programs, collected requirements, and ensured interdependencies between design, research, product, legal, compliance, and engineering were understood and appropriately planned. Managed budgets, established operational policies, drove standardization, and centralized informational resources.
- Reported to the VP of UX Design, contract ended when ops team folded during merger with Tibco Software.

Senior Program Manager and Design Creative Operations (contract) 01/2022 – 07/2022
Impossible Foods Redwood City, CA

- Led strategic GTM program implementation, optimized processes, managed cross-functional team and stakeholder communications, owned operations budget, prepared briefs and SOW execution for contractors / vendors / agencies.
- Managed Smartsheet and Wrike integrations, enhancing productivity by 42% and cutting review cycles by 70%.

Creative Operations Manager, Marketing Programs 07/2019 – 12/2021
Walmart San Bruno, CA

- Owned creative and design outcomes for key brand marketing programs including **Walmart+**, eComm products: **Walmart.com homepage, Financial Services, Tech, Health, Consumables, and Seasonal Campaigns.**
- Managed high-impact projects including Walmart's inaugural live shopping event on TikTok where I developed new workflows that helped exceed KPIs by 7X and boosted the Walmart TikTok account by 25%, simultaneously people managed eight (8) Project Managers - balancing hands-on task execution with effective team leadership.
- Supported the enhancement of tools, documentation, and processes; co-led the development of a resource system for a 150-person team and creative digital outcomes spanning CRM, site/app, SEM, print, social, and live events.

PMO Lead / Design and Creative Operations 07/2018 – 07/2019
Outcast Agency and Next15 Communications San Francisco, CA

- Led transformative marketing programs for technology-focused clients: **Amazon, Adobe, Intuit Corp, Turbo Tax, Mint, and CIBC.** Managed complex projects including the **Adobe & Billie Eilish** partnership with multiple outcomes that delivered a 550% increase in new product trials for Adobe eComm and was considered one of their most successful campaigns, and Adobe Max event activations with Sony Studios to promote the Spider-Man film release.
- Managed business operations for the internal design studio, implementing operational efficiency enhancements and strategic partnerships that resulted in a 47% increase in agency billings within a single quarter.

Program Lead (Design and Creative Services) 06/2017 – 07/2018
Warner Brothers Interactive San Francisco, CA

- Program Manager and production lead for design and creative outcomes across global marketing programs and campaigns on seven (7) live mobile games for key WB, HBO and DC Entertainment brands including **Harry Potter Wizards Unite, Game of Thrones, Westworld, Injustice2, DC Legends, Mortal Kombat, and Lord of the Rings.**
- Orchestrated operational activities for heavily regulated marketing programs that generated a 150% increase in qualified sales leads, exceeding performance benchmarks by 60% while maintaining overall team health.
- Built operational infrastructure and processes to support program and project collaborations, managed reporting models for analytics, onboarded external agencies, vendors, and people managed an internal team.

Senior Program Manager and Design SME 11/2015 – 06/2017
The Dylanson Agency, LLC San Francisco, CA

- Directed design program management and operations, aligned marketing goals with design resources to drive results.

Executive Producer / Director of Creative Services 05/2005 – 11/2015
Script to Screen Agency Los Angeles, CA

- Managed Omnichannel marketing program workflows and creative and design operations for clients: **Rosetta Stone, Comcast, Yahoo!, Rubbermaid, Hoover, Dirt Devil, P&G Beauty, Bosley, ORECK, Blue Cross, and Blue Shield.**
- Directed end-to-end digital and broadcast production, ensuring adherence to budgets, legal, and timelines, supervised day-to-day business, maintained operational excellence and clear client communication throughout program lifecycle.