

JEFFREY CEDENO

Design Program Manager | Design Operations | Product & Platform Experience Delivery

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PROFESSIONAL SUMMARY

Design Program Manager with 15+ years of experience enabling large-scale consumer product experiences across streaming media, digital platforms, and global brands. Expert in design operations and cross-functional program leadership, partnering with Product, Design, and Engineering to drive execution from strategy to pixels across mobile, web, and connected platforms. Proven ability to operate within complex ecosystems, supporting both user-facing experiences and the systems and workflows that enable them. Known for building trust and momentum across teams, connecting the dots in complex environments, and aligning stakeholders around shared outcomes. Creates clarity in ambiguous spaces, enabling teams to collaborate effectively and deliver high-impact, user-centered experiences.

CORE EXPERTISE

Design Operations • Design Program Management • Product Development Lifecycle • Platform & Ecosystem Delivery • Cross-Functional Leadership • Roadmapping & Prioritization • Workforce & Resource Planning • Team Enablement • Organizational Scaling • Knowledge Systems • Program Governance • Stakeholder Alignment • Process Optimization • Agile Delivery • Executive Communication • AI-Enabled Workflows • Change Management

PROFESSIONAL EXPERIENCE

NBCUNIVERSAL | PEACOCK Design Program Manager | 2022–Present

Enabled cross-functional design programs spanning viewing, discovery, merchandising, and metadata platforms across a complex streaming ecosystem

Led design program management for interactive and mini-game experiences, driving end-to-end design pipeline execution from concept through delivery

Operationalized design workflows for interactive features, aligning product, design, and engineering partners

Contributed to Peacock's 2024 Olympics experience (23.5B+ streaming minutes), supporting Multiview and interactive capabilities

Supported delivery of award-winning experiences (2025 Webby – Entertainment & Sports Apps)

Drove end-to-end design pipeline operations including prioritization, planning, resource management, and tracking

Aligned design roadmaps with business priorities across stakeholders

Established engagement models that improved decision velocity and cross-team alignment

Enabled mobile-first and interactive features through scalable tooling and workflows

Collaborated with platform teams supporting content and feature delivery pipelines (metadata, editorial, system-driven experiences)

Led resource planning across a 13+ person design organization

Supported 12+ hiring loops and onboarded 5 team members

Implemented AI-enabled workflows to accelerate intake and documentation

Centralized 100+ design and operational assets into a unified Design Hub

Built onboarding systems and playbooks improving team effectiveness

Fostered a collaborative and energized team environment, building strong cross-functional relationships and driving alignment across teams

SELECTED ACHIEVEMENTS

Supported product and design delivery for the 2024 Paris Olympics streaming experience on Peacock, contributing to 23.5B+ streaming minutes watched.

Led cross-functional delivery of Peacock Sports Multiview, recognized with a Sports Emmy nomination (2026).

Led delivery of the 2024 Paris Olympics streaming experience on Peacock, contributing to a Webby Award-winning Entertainment & Sports App experience.

Led delivery of interactive viewing experiences and in-app mini-games that increased audience engagement.

Enabled the launch of mobile-first and interactive product features across Peacock viewing experiences.

ADDITIONAL EXPERIENCE

Project Manager roles with Edelman, Havas, Chauvet Professional, Otter Products, Time Out New York, Lord & Taylor, and Cole Haan

EDUCATION

MBA, Global Fashion Management – Fashion Institute of Technology

BA, Communications & Journalism – New York University

TECHNOLOGY

Jira • Confluence • Figma • FigJam • Miro • SharePoint • Microsoft 365 • Google Workspace • Slack • Microsoft Teams • Agile • Scrum • Tableau • Salesforce • Google Analytics • AI Productivity & Workflow Tools