

# ISAAC SVEN MANZANAREZ

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## EDUCATION

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**Bachelor of Design**, Faculty of Design, OCAD University, Toronto, ON **2018 – 2023**

- Graduated with Honors, specialized in Product Strategy & Experience Design.

**Product Management Certificate**, Brainstation, Toronto, ON **2023**

- Mastered product development soft skills & frameworks: LEAN & Agile Development, Go-To-Market Strategy, Product Launch Planning.

## PROFESSIONAL EXPERIENCE

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**Lead Designer**, Pawmates IOS, Toronto, ON - Ref: [cjarvisgaum@gmail.com](mailto:cjarvisgaum@gmail.com) **April 2020 - Present**

- Developed UX/UI & user interactions through Sprints & Agile planning, documentation of revisions on UX architecture for developers, brand strategy, communications with advertising clients, wireframes to high fidelity prototyping.
- Increased active users by 150% from 2021 to 2023.
- User retention increased by 10% month by month (June 2020 - April 2023) through UX/UI optimization.
- Created social media strategy & content, managed social media accounts through Later.
- Detailed Lean feature road map for mobile development; validated through a/b testing, user interviews & user research.
- Created Tech Specifications for Flutter development environment, Figma prototyped.

**Operations Manager**, Casa Mezcal, Toronto, ON - Ref: [edgar@casamezcal.ca](mailto:edgar@casamezcal.ca) **July 2022 – June 2024**

- Tracked seasonal KPIs to meet sales goals; implemented custom systems to track recipes, inventory and manuals for multiple locations.
- Collaborated with stakeholders to develop event experiences; executed market & user research, organized purchasing logistics, service staff training & scheduling, equipment maintenance schedule.

**Product Design Intern | Content Strategy**, Swave Studios, Toronto, ON – Ref: [jonathan@swavestudios.com](mailto:jonathan@swavestudios.com) **May 2022 – July 2023**

- Accelerated delivery of the final website design by 30 days, utilized XD methodology & Ideal Customer Profiles to create branded conversion channels.
- Created two-way digital platforms and content to communicate with stakeholders (students, teachers, education regulators, parents) the product impact of Mayn Inc.
- Advanced brand strategy to increase presence on social media, increasing following by 10% month-to-month across multiple accounts.
- Implemented designs based on quantitative research; a/b testing, user testing, competitor analysis.

## EXTRACURRICULAR EXPERIENCE

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**Founder & Head Organizer**, MY Entertainment Events, Toronto, ON **2023 – Present**

- Organized team of talent, V/A production, beverage sponsors, and ticket sales reps to deliver memorable guest experiences.

## ADDITIONAL INFORMATION

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- Fluent in Spanish & English.
- Proficient SEO, metadata & social media marketing analytics (SQL, CRM, Conversion Funnel Optimization).
- Experienced in web development (Codecademy Full Stack Course).
- Skilled with front-end development tools such as Framer & Flutter.
- Social media ad creation experience in Later, Adobe Rush/Premiere, Canva.
- Mastered design softwares such as: Figma, Photoshop, AfterEffects, XD, Illustrator, InDesign.
- Experienced & certified in Agile Sprint planning, Product Management.

- Tech stack understanding in; NEXT.JS, Mongo.DB, Tailwind.