Marianela Torres Maciel

Product Manager & Senior Product Designer

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PROFESSIONAL SUMMARY

Product Manager and Product Designer with 7+ years of experience building digital products, AI products and cohesive design systems for startups and established companies across Argentina and the US. I work at the intersection of product strategy and high-fidelity craft: turning a leadership vision into a scoped MVP, estimating cost and effort, writing PRDs and UX specs, and aligning design, engineering and ML teams around what gets built and why. Background in UX/UI, brand identity, interactive prototyping and motion design, with hands-on use of AI tools and agents to prototype and ship. Full professional proficiency in English.

EXPERIENCE

Product Manager, AI Security Products | SCVsoft | Buenos Aires, Argentina (Hybrid) 2026 – Present

- Product Manager for two AI security services: one focused on code security, the other on prompt security in the browser, each built by a different team and integrated into a single offer.
- Turned the CEO's vision into a product built to scale and an MVP grounded in client requirements: defined v1 scope, separated what clients needed now from what could wait, and estimated cost and effort, including infrastructure.
- Led communication across product, engineering, design, ML and the business side; wrote PRDs and UX specs, ran the backlog and product reviews.
- Partnered closely with a new ML innovation team, going deep into the technical side (risk scoring, model benchmarking, running costs) to translate it into clear interfaces for executive and technical audiences.

Product Designer | SCVsoft | Buenos Aires, Argentina (Hybrid) Mar 2024 – Present

- **Briefy (Product Owner, 2026):** led a small team in SCVsoft's Innovation Workshop to build an AI assistant that turns your calendar into a short audio briefing on Telegram; owned product scope, channel and data-source decisions, and voice and model evaluation across providers.
- **Avi-on (2025):** designed a complex, map-based application for high-stakes, real-time conditions; led the implementation of a PrimeVue-based design system and researched AI-powered space recognition features.
- **Star Trek Resurgence (2024):** sole designer on the game's HUD, menus and dialogue UI, with UX input on menu and action flows, early mobile concepts, the website and marketing assets.
- Partnered with product owners from the ground up to define brand identity and product direction, aligning business vision and user needs across web and mobile.

- Architected and maintained design systems and component libraries in Figma, and collaborated with strategy and development teams to keep design intent technically feasible from concept to delivery.

Brand Designer | SCVsoft | Buenos Aires, Argentina (Hybrid) Dec 2021 – Mar 2024

- Developed and evolved visual identity systems, brand guidelines and UI component libraries used across product and marketing touchpoints.
- **Educational App (2022):** kept a fast-growing educational platform on brand across marketing, email, web and social, including redesigned email campaign templates.
- Created high-fidelity prototypes and design assets that communicated design vision to engineering and leadership teams.

Independent Research: Totem | 2026 – Present

- Ongoing research on agentic product development: acting as founder and orchestrator of a team of AI agents (product, hardware, firmware, app, content, design, ops, marketing) to take a screen-free meditation device and its app from idea to prototype.
- Run as a phase-gated hardware project with human sign-off where stakes are real; outputs so far include a PRD, willingness-to-pay validation, enclosure concept directions and a working dev-board rig.

Graphic Designer & Editor | Dream Awake | United States (Remote) Oct 2019 – May 2022

- Supported the full creative build of a wellness brand: video content, website design and development, and visual and written content across all digital channels.
- Designed and delivered an end-to-end digital experience for an online course platform, applying UX principles to improve navigation and content hierarchy.

Head Graphic Designer | Heroclip® Carabiner Hook Clip | Seattle, WA (Remote) Oct 2019 – Feb 2022

- Led end-to-end creative direction across digital and physical touchpoints for a US consumer product brand, including a full overhaul of the visual identity, packaging and new colorway housings.
- Designed and executed email marketing campaigns via Klaviyo and rebuilt the social media visual strategy, increasing brand cohesion across customer-facing channels.

Template Designer (Contract) | Canva | Remote Jun 2020 – Sep 2020

- Designed reusable templates for book covers, social media and educational content within Canva's global template library, creating scalable patterns that balance visual impact with structural consistency.

Freelance Designer, Brand, UX/UI & Content | Upwork | Remote Jan 2018 – Feb 2022

- Delivered brand, editorial and digital design for a global client roster including Unilever and Avalon: presentation decks, social visuals, UX/UI assets and marketing materials.

SKILLS

Product: PRDs, UX specs, MVP scoping, backlog and product reviews, cost and effort estimation, stakeholder alignment, cross-team integration

Design Tools: Figma (expert), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Framer

AI & Prototyping: Generative AI tools (Claude, Runway, v0, Gemini, AI Studio), AI agent orchestration, high-fidelity interactive prototyping

Technical: HTML, CSS, JavaScript fundamentals, React, Tailwind CSS, responsive design, web & mobile platforms

Design Disciplines: UX/UI Design, Design Systems, Brand Identity, Visual Design, Motion & Interaction Design, Prototyping, Content Strategy

Soft Skills: Cross-functional collaboration, client presentations, design strategy, stakeholder communication, mentoring

Languages: English (full professional proficiency), Spanish (native)

EDUCATION

Bachelor's Degree in Graphic Design | Universidad de Buenos Aires 2014 – 2018

Image & Sound Design | Universidad de Buenos Aires 2007 – 2015