Mariah Manzano

leader, designer, & innovator

I'm passionate about optimizing user experiences for mission-driven products to improve the world and enhance inclusivity and belonging for all users.

contact

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experience

Freelance Web Designer at Phased Design   JULY 2022 - Present

- Create and build digital presence for dozens of clients, including websites, social media, and branding.
- Optimize conversion for clients looking to expand their customer or client base.
- Complete marketing, sales, project management work for Phased Design in addition to client work.

CEO & Head of Product of Opal, a website that connects college students with mentors   JAN 2020 - Present

- Lead Product Design & Product Management team in creating an optimal user experience in Opal's web application.
- Create PRDs & track, groom, and alter Product roadmap and timeline based on Engineering, Design, and Marketing updates, as well as user feedback and business objectives.
- Interact with potential customers & partners to form relationships and onboard users for mentorship programs.
- Host of biweekly Shine a Light On podcast that features career stories told for career professionals and students.

Product Manager at Origin   APR 2022 - JUL 2022

- Streamlined onboarding & booking processes for new and existing patients to improve conversion.
- Led team of developers to implement new features based on user needs and business objectives.
- Created Figma prototypes to hand-off to development team for web application and user portal.
- Congregated components and styling for an updated Design System to make the development handoff more efficient.

Software Engineer at Cisco   AUG 2020 - APR 2022
UX Project Manager at Santa Clara University   MAR - JUN 2020
Design Intern at NASA Ames   JUN 2019 - JUN 2020
Lead Web Dev at Santa Clara University Career Center   MAY 2017 - JUN 2020
Digital Tech Assistant at Santa Clara University School of Engineering   JAN 2019 - JUN 2019

education

Cornell University Certificate   COMPLETED MARCH 2023

- Product Management

Santa Clara University   CLASS OF 2020

- BS Web Design & Engineering
- Minors:
  - Computer Science & Engineering
  - Technical Innovation & Entrepreneurship
- Recipient of Raymond Galentine Award
- Recipient of Gerald Roberts '58 Scholarship Award

MIT Computer Science & AI Lab Certificate   JAN 2020

- User Experience & Human-Computer Interaction

University of Otago, New Zealand (Study Abroad)   JUN - NOV 2018

skills & expertise

- HTML, CSS, JS, React, Angular
- Figma, Canva
- Adobe Creative Suite
- Salesforce
- Notion, Rally
- Leadership
- Communication
- Team Building & Relationships
- Project Management
- Product (Web & Mobile) Design
- App Development
- Design Thinking Principles
- Product Management
- Content Writing
- Content Marketing
- User Research

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● experience (continued)

● Software Engineer at Cisco
AUG 2020 - APR 2022

- Gathered and documented requirements from stakeholders and users for Control Tower application and Salesforce integration project.
- Conduct user research and design applications to meet requirements while also fulfilling user needs.
- Led Angular development and product design for Order Visibility internal application to provide insights on order statuses.
- Received "Bridge to Possible" Award for poster design.
- Assisted with projects aligned with Front-end Software Engineering, Product Design, and Employee Experience within the Supply Chain group.
- Led Women in Science & Engineering (WISE) Community Giving Pillar SJ Chapter.

● UX Project Manager at Santa Clara University
MAR - JUN 2020

- Led team of four web developers through user research, web design, and development processes.
- Assisted Leavey School of Business Marketing and Communications team to improve the business school's website including design, usability, accessibility, hierarchy and search engine optimization.
- Conducted focus groups and usability tests with key stakeholders to assess user experience and design effectiveness.

● Design Intern at NASA Ames
JUN 2019 - JUN 2020

- Created UI graphics for Microsoft Hololens interactions.
- Analyzed usability and user experience of drone traffic management system interface.
- Completed mixed reality projects, including a Virtual Tour of Airspace Operations Lab.
- Assisted team with drone traffic management data analysis of user interaction experiences from pilots and ground control station operators.

● Lead Web Dev at Santa Clara University Career Center
MAY 2017 - JUN 2020

- First student to present at the SCU Marketing Summit. Presented "A DIY Approach to Usability Testing" at Dec 2019 on behalf of UX research work with the Career Center.
- Strategized website operations and led redesign and usability efforts of three-person web developer team.
- Led UX Research efforts to improve site usability for students and employers.
- Updated web pages in accordance to ADA requirements.
- Trained and provided oversight to other web students who joined the team.

● Digital Tech Assistant at Santa Clara University School of Engineering
JAN 2019 - JUN 2019

- Provided assistance with digital tech projects, such as creating virtual tours for students online.
- Aided team in projects requiring design or web design skills.
- Created the "Faces of Engineering" video showcasing the diversity and resources of the SCU School of Engineering, which won the Council's Choice Award (Best Social Media Post) from University Marketing & Communications.

● leadership

● Santa Clara University Ciocca Center for Entrepreneurship
Industry Advisory Board Member

● Cisco WISE ERO
Event Coordinator

● Society of Women Engineers
President
- Won 2 National SWE awards

SWE++ Co-Chair
- Co-created 9-week program to teach middle school girls how to code

● Stanford University d.School
University Innovation Fellows

● San Jose's 3rd St Community Center
Mentor & tutor