

Astrid Manzo

[linkedin.com/in/astridmanzo](https://www.linkedin.com/in/astridmanzo) | astridmanzo.com | astridmanzo@gmail.com

Senior Product Designer I Florida, USA

Senior product designer specializing in operations-driven platforms, including internal tools and field-service products across logistics, home services and property operations. Experienced in shaping product strategy through complex user flows and cross-functional collaboration.

Work Experience

Senior Product Designer I Few, Digital Product Agency (December 2021 - Present)

Embedded as the primary product designer on multi-year enterprise and field-service products, leading UX for internal tools and mobile platforms supporting operations, field teams and customers. Owned discovery, product flows, systems design and delivery in close collaboration with PMs, engineers and clients:

Schlep - [Enterprise Logistics Platform](#) (Internal Web App) (2021-2023)

- Designed foundational operational flows for an internal platform used by ops managers and dispatchers to manage bookings, scheduling and dispatch.
- Led UX for complex multi-user internal tools, handling role-based access and operational edge cases.
- Reduced booking-related clarification by eliminating an average of 1-2 follow-up interactions per request through clearer intake signals and review states.

Just Fix It! - Home Services Platform ([B2C](#) + [Field Service Tools](#)) (2023-2025)

- Led UX for a B2C customer mobile app and internal technician app supporting HVAC & electrical services.
- Designed the booking, scheduling, job status and payment flows for customers.
- Owned the technician Estimate Builder, reducing time spent on inspections and on-site estimating through AI-assisted suggestions and structured inputs.
- Contributed to a shared design system across customer, technician and admin products.

Lead Product Designer (Contract) I Systato (February - September 2025)

- Audited an existing real estate property operations platform, interviewing users to identify usability and workflow pain points across web and mobile.
- Simplified core workflows by reducing unnecessary steps and screens by ~25%, improving task clarity while aligning the experience with business constraints.

Product Design Mentor - CareerFoundry, Education Platform (September 2021 - December 2025)

- Mentored 100+ aspiring designers through UI design and front-end development curriculum.

Senior Web Designer - Marketopia, Marketing Agency (March 2018 - February 2021)

- Led design and development of 25+ Webflow and WordPress websites, driving 2-4x increases in traffic and lead volume for clients across the IT industry.
- Partnered with marketing teams on funnels and A/B testing, improving conversion rates by 20-50% and reducing cost per lead (CPL) across paid and organic campaigns.

Earlier Experience

Independent Product Designer (2016 - 2018), Blue Polygon Design Studio - Co-founder (2013 - 2016), Graphic Designer - Center Photo Studio (2011 - 2013)

Education

Graphic Design Degree
Charles Worth Institute of Design

Awards

W3 2024 Gold Winner Museum of Discovery
Webby Awards 2025 Honoree (MOD)