

# MOZY MERVIN

## Product Manager

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### PROFESSIONAL SUMMARY

Product Manager experienced in driving digital solutions and coordinating cross-functional teams for global clients, including Netflix, Disney, Nickelodeon, and Hasbro, improving processes and delivery efficiency by up to 50% across projects. Skilled in roadmap prioritization, backlog management, and KPI tracking, and adept at stakeholder collaboration. Applied AI-driven research and generative AI tools to accelerate ideation and inform product decisions.

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### PROFESSIONAL EXPERIENCE

**Product Consultant** | Magnum Lynx, Greater Toronto Area, ON 2024 – Present

- Founded and led a digital agency delivering end-to-end product strategy, UX design, and technology solutions for small businesses, increasing client engagement by 20–40% and driving measurable growth.
- Consultant Product Owner for CussMe, a global slang and language app, defining monetization strategy and gamification features to boost user engagement by 25%.
- Conducted user research, usability testing, and requirements gathering to optimize platform features, reducing friction points by 30% and improving task completion rates.
- Applied AI-driven insights and generative AI tools to inform feature prioritization, streamline prototyping, and accelerate development cycles by 50%.

**Production Manager** | Media (Contract), Toronto, ON 2019 – 2024

- Partnered with clients including Netflix, Disney, Nickelodeon, and Hasbro, translating creative and technical requirements into actionable production plans, managing stakeholder communication, and improving client satisfaction by 15%.
  - Led cross-functional teams of 20–60 members across creative, technical, and operations disciplines, driving consensus and ensuring on-time delivery of projects.
  - Designed and implemented internal workflow tools, reducing bottlenecks and improving project delivery efficiency by 30%.
  - Oversaw full production lifecycle across multiple studios and distributed teams, optimizing resource planning and risk management to ensure 100% on-time delivery.
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### PRODUCT PROJECTS

**CussMe** – A slang and language app | **Consultant Product Owner** — Shaped MVP roadmap, monetization strategy, and gamification features, transforming a quirky idea into a structured product vision and boosting user engagement by 25%.

**AI Sidekick** – Generative AI brainstorming tool | **Product Manager** — Built a generative AI-powered workflow for rapid problem solving, designing solution generation, and trade-off evaluation to cut decision iteration time by 50%.

**Siri Passphrase** – Safer hands-free unlocking | **Product Manager** — Designed a voice-based authentication flow to reduce friction in hands-busy scenarios, improving task completion and safety in simulated workflows by 90%.

**YouTube Ghost** – Simplified private viewing toggle | **Product Manager** — Conceptualized and prototyped a lightweight toggle for private mode, enhancing user privacy and reducing friction for logged-in users by 95% in testing scenarios.

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## SKILLS

### Product Management & Strategy

• Product Strategy • Roadmapping • Backlog Management • Roadmap Prioritization • MVP Scoping • Stakeholder Management • Cross-functional Team Leadership

### Design & UX

• UX Design • Interactive Design • Wireframing • Figma • FigJam • Photoshop • Illustrator • InDesign • Miro

### Development & Agile

• Agile Development • Scrum • Kanban • Jira • Confluence • Trello • Asana • Notion

### Data & Analytics

• Data Analysis • A/B Testing • Google Analytics • Tableau • Power BI • Microsoft Excel • SQL

### AI & Generative Tools

• Generative AI • Prompt Engineering • OpenAI • DALL-E • ChatGPT • Gemini • Copilot • Adobe Firefly • Veo 3 • Midjourney

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## CERTIFICATIONS

IBM Product Management 2025

Google AI Essentials 2025

Salesforce Certified Platform Foundations 2024

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## EDUCATION

Postgraduate Certificate in Game Level Design | Sheridan College, Oakville, ON 2015 – 2016

Bachelor of Engineering in Electronics, Computer Science & Media | Karunya University, IND 2009 – 2013