

Alfredo DeLaRosa

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Education

- Graduate Studies:** University of Michigan School of Information – Ann Arbor *Aug 2022 - May 2024*
- Master of Science in Information (MSI) Focus in User-Centered Agile Development (UCAD)
- Undergraduate Studies:** University of Michigan College of LSA – Ann Arbor *Aug 2017 - May 2021*
- Bachelor of Science (B.S.) Biopsychology, Cognition, and Neuroscience (BCN)
 - Minor: Community Action and Social Change (CASC) & Intergroup Relations (IGR)
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Consulting Experience

- Product Marketing Manager: GEKOT Robotics** *Jan 2024 - Dec 2024*
- Led a team of four interns to conduct market research, create a business plan, and develop a go-to-market (GTM) strategy focused on e-scooter safety and sustainability
 - Presented product insights to stakeholders, iterated on the product strategy, and secured \$9,000 in funding
- Product Manager: National Fibromyalgia Association App Development** *Jan 2024 - Jun 2024*
- Led a cross-functional team of software engineers and UX designers to create a mobile application and website with the goal of connecting users with external research studies
 - Owned roadmap, led feedback loops, and tracked performance as our team researched, designed, coded, and delivered a minimum viable product (MVP) with login, cloud storage, and API integration
- UX Researcher: Nexus Professional Education Website Redesign** *Jan 2023 - May 2023*
- Conducted a user needs assessment and usability testing to identify industry standards and user preferences, leading to a redesign of the Nexus website menus and a 3% increase in sign-ups
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Work Experience

- Technology Consultant II - University of Michigan Information Technology Services** *Dec 2022 - Aug 2025*
- Collaborated daily with various customers to solve technical issues and improve internal tools
 - Assisted with IT operations, implemented and maintained technology released to campus, solved software and networking issues, and managed an Identity and Access Management (IAM) system
 - Managed supplies, created employee training materials, created customer documentation to promote product onboarding & adoption, and supported customer solutions through Amazon Connect
- Bridges to College (BTC) Program Manager - Grand Rapids Community College** *Apr 2022 - Sep 2022*
- Prepped 80 students over two sessions through summer classes and professional development
 - Directed tasks related to funding, recruitment, scheduling, available courses, tutor hiring, event planning, competitive analysis, and stakeholder management
- College Adviser at Holland High School - Michigan College Advising Corps** *Jun 2021 - Jun 2022*
- Tracked and modeled data based on FAFSA completion, GPA, SAT scores, race/ethnicity, college acceptances, and total financial aid and scholarships received by the class
 - Supervised over 250 seniors in navigating the college process while tracking KPI metrics
 - Achieved 94% FAFSA completion and a 6% overall increase in college attendance from 2019
- Sites Rover (Student Manager) - University of Michigan Information Technology Services** *Oct 2017 - Aug 2021*
- Operated as a roaming support lead to address miscellaneous technical issues across campus, resulting in over 200 issues resolved monthly, serving over 44,000 students and staff members
 - Trained and led a 30-member team while managing supplies and operational coordination
 - Responded to staff and student issues through the ServiceNow ticketing system, solving recurring issues and reducing ticket volume by 4% in the department over a two year period
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Skills

- Product Management:** • Agile Product Lifecycle • Jira • GTM • ITSM • KPIs • Market Research
- User Needs Assessment • Competitive Analysis • Stakeholder Management • Project Management
- Technical Experience:** • Python • JavaScript & React • HTML & CSS • Django • SQL • R • Data Analysis
- Linear Regression • Git • Linux • Firebase • Figma & Miro • Tableau • Usability Testing • A/B Testing