

# Alfredo DeLaRosa

(616) 405-4519 | alfredodelarosa616@gmail.com | Portfolio: [www.alfredodelarosa.com](http://www.alfredodelarosa.com) | [LinkedIn](#)

---

## Education

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

## Professional Experience

- Product Marketing Manager: GEKOT Robotics** Jan 2024 - Jan 2025  
• Led a team to conduct market research, create a business plan, and develop a go-to-market 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** Jan 2024 - Jun 2024  
• Led a cross-functional team of software engineers and UX designers using agile principles to create a mobile application and website with the goal of connecting users with external research studies  
• Followed agile principles, owned roadmap, led feedback loops, and tracked performance as our team designed and coded a minimum viable product (MVP) with login, cloud storage, and API integration
- UX Research: Nexus Professional Education Website Redesign** Jan 2023 - June 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
- 

## Work Experience

- Substitute Teacher - West Ottawa Public Schools and Holland Public Schools** Aug 2025 - Present  
• Provided reliable instructional support at local schools across the district  
• Implemented lesson plans, supervised student activities, and fostered a positive learning environment
- 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 - 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
- Sites Rover - 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  
• 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
- 

## 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