

# 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 Manager: GEKOT Robotics Market Research** *Jan 2024 - Dec 2024*
- Led a team of four interns to conduct market research, develop a business plan, and create a go-to-market (GTM) strategy focused on e-scooter safety and sustainability, securing \$9,000 in funding
  - Presented synthesized user insights to stakeholders and iterated on the product strategy based on feedback
- Product Manager: National Fibromyalgia Association App Development** *Jan 2024 - June 2024*
- Led a cross-functional team of software engineers and UX designers to create a mobile app and website with the goal of connecting users with external research studies
  - Owned roadmapping, 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 - University of Michigan Information Technology Services** *Dec 2022 - Present*
- Assisted in implementing and maintaining computing products and software released to campus and managed a Point of Sale (POS) & Identity and Access Management (IAM) system
  - Created training materials and user-facing documentation to support product onboarding and adoption
  - Trained and directed a team of 50 to successfully service and maintain software for 300 computers linked to profiles and cloud data, and supported customers through Amazon Connect
- Bridges to College (BTC) Program Manager - Grand Rapids Community College** *Apr 2022 - Sep 2022*
- Directed and delegated tasks related to recruitment, scheduling, available courses, tutor organization, event planning, competitive analysis, and stakeholder management
  - Prepped 80 students over two sessions through summer classes and professional development
- College Adviser at Holland High School - Americorps & Michigan College Advising** *Jun 2021 - Jun 2022*
- Supervised over 250 seniors in navigating the college process while tracking KPI metrics
  - 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
  - Results included a 94% FAFSA completion rate and a 6% overall increase in college attendance
- Sites Rover Student Manager - University of Michigan Information Technology Services** *Oct 2017 - Aug 2021*
- Operated as a roaming employee to help resolve miscellaneous technical issues across campus resulting in over 200 issues resolved monthly, serving over 44,000 students and staff members
  - Trained, organized, maintained supplies, and coordinated a team of 30 members
  - Responded to staff and student issues through the ServiceNow ticketing system, solving recurring issues and reducing ticket volume by 4% in the department.
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## Skills

- Product Management:** • Agile & Scrum Methodologies • Six Sigma • GTM • Jira • ITSM • Market Research • User Needs Assessment • Competitive Analysis • Stakeholder Management • Project Management • KPIs
- 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