

Alison Belforti

Product Designer

A Product Designer with repair engineering experience that gives me a holistic view of systems and enables me to design better products.

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EXPERIENCE

Product Designer, Remote — Career Coaching Pro

January 2023 - Present

- Utilizing Agile development for the design of B2C offerings.
- Designing and prioritizing features, flows, and user interfaces for business coaching packages.
- Collaborating with the product owner and team members to meet business requirements and develop user-centered designs

Product Designer and Team Lead, Remote — Design for Impact

September 2022 - December 2022

- Led a team through redesign of a volunteer organization and developed a holistic plan to balance the marketplace of volunteer skills to client needs in an Agile environment.
- Created Preferred Productivity Time so that the skills of the volunteer community can be matched to the correct global team to increase team diversity.
- Conducted all stages of the user research process including designing research plan, scheduling and interviewing participants, analyzing data, and communicating results
- Synthesized trends and patterns from user interviews into an affinity map, and distilled findings into user stories and how might we statements
- Ideated and built a UX strategy to create a scalable business that provides design services to clients and impactful volunteer opportunities

SKILLS

- User Personas
- Storyboards
- Journey maps
- Wireframes
- Collaboration
- Teamwork
- Mockups
- Ideating
- User Research
- Interviews
- Active Listening
- Surveys
- Usability Testing
- Iterating
- Creative Problem Solving
- High Fidelity Prototypes
- Strategy
- Human Centered Design
- Style Guides
- Competitive Analysis
- User Experience (UX) Design
- Product Management
- Backlog Management
- Project Management
- Forecasting
- People Management
- Flexible/Adaptable
- Leadership

- Prioritized goals and developed a plan of future sprints

Technical Product Strategist (Application Engineer), Remote — EthosEnergy

February 2013- February 2022

- Responsible for technical product strategy, including opportunity analysis and technical solutions for industrial and utility steam turbine applications in aftermarket B2B and B2G.
- Developed technical solutions and tailored final recommendations utilizing the customers' operating(financial) profile while mitigating technical risks.
- Translated complex projects into understandable concepts so customers could make confident decisions in high risk projects.
- Prevented catastrophic equipment failure by discovering critical failure modes and designing repair plans with a cross-functional team resulting in additional revenue (\$513K).
- Designed and implemented costing and quote templates for a critical process which reduced the quoting time in emergency repair situations, saving customers millions of dollars by reducing lost generation time.
- Prevented 11 quality escapes in 2 weeks by providing technical leadership of repair processes .
- Prevented days of lost time by creating a service map to identify all tools and resources needed prior to mobilizing to a remote site.
- Earned the highest merit increase every year by exceeding performance goals

Technical Presenter at User Group Conference.

Assumed the following additional positions on an adhoc basis: Project Manager, Operations Manager, Night Shift Supervisor, Technical Field Advisor, Shop Engineer, and Repair Specialist.

TOOLS

- Figma
- AdobeXD
- Trello
- Jira
- Mural
- Miro
- Salesforce.com
- AutoCAD
- MS Project
- Google Forms

EDUCATION

Massachusetts Maritime Academy

Buzzards Bay, MA

BS - Marine Engineering

BS - Facilities and Environmental Engineering

Coursera/Google, Remote

Google UX Design Certificate

EDX/RIT, Remote

Design Thinking -MicroMasters