Alison Belforti
Service Designer

A human-centered service designer with expert knowledge in aftermarket engineering, the ability to think holistically across products and systems, simplifying complex ideas. Utilizes strong problem solving and analytical skills to execute challenging projects collaboratively and independently.

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EXPERIENCE

UX and Service Designer — **CareerCoachingPro,** Remote

January 2023 - Present

- Executes and iterated design solutions for 7 web pages within the constraints of a no-code website on an Agile team with minimal direction
- Reduces employee non-value-added time of 1 hour per task by automating 3 services
- Creates service blueprint and process map to launch new business services
- Collaborates with the product owner and cross-functional team members to conceptualize and prioritize features, flows, and user interfaces, aligning them with user goals and business needs
- Creates Personas and journey maps from participation in research efforts to understand customer needs and define business opportunities
- Applies style guides and component libraries, when designing wireframes, low and high-fidelity mockups, interactive prototypes, and a no-code website to create easy-to-navigate user interfaces for 7 web pages
- Utilizes no-code design tools to create user-friendly web interfaces for clients, resulting in improved user experience and improved business processes

Service Designer and Team Lead — **DFI,** Remote

September 2022 - December 2022

- Coached and mentored team members, developing their design-thinking skills while holistically designing services for clients and volunteers utilizing Agile Scrum methodology
- Designed Preferred Productivity Time as an innovative way to create diverse teams
- Conducted all stages of user research process, including designing a research plan, participant scheduling and interviewing, usability testing, data analysis, and communicating results to stakeholders

SKILLS
- Service Blueprint
- User Personas
- Storyboards
- Journey maps
- Wireframes
- Mock-ups
- Prototypes
- User Research
- Usability Testing
- Information Architecture
- Creative Problem Solving
- Strategy
- Human Centered Design
- Style Guides
- Visual Design
- User Experience (UX) Design

LEADERSHIP
- Analytical Skills
- Competitive Analysis
- Design Thinking
- Facilitation
- Product Management
- Stakeholder Management
- People Management
- Flexible | Adaptable
- Leadership
- Collaboration | Teamwork
- Active Listening

TOOLS
- Figma
- AdobeXD
- Notion
- Mural
- Miro
- SalesForce.com
- MS Project

- Collaborated with team members and founder to create a scalable business strategy, capturing the needs and goals of founder, clients, and volunteers while providing increased mentoring opportunities for volunteers
- Developed variable team structures to provide value to volunteers with different career goals
- Prioritized features and created a comprehensive product roadmap to guide the team toward success
- Designed journey maps, service blueprint, and stakeholder map to aid in the design of future state services to improve the experience for clients and volunteers

Service Designer (Application Engineer) — EthosEnergy, Remote

February 2013- February 2022

- Conducted opportunity analysis and ensured product market fit for industrial and utility equipment applications in aftermarket B2B and B2G, developing a technical product strategy that increased revenue
- United stakeholders to effectively solve complex problems by designing creative solutions from concept to execution that resolved customers' challenges meeting tight delivery schedules with limited budgets
- Reduced lost time generation costs of $750K by streamlining the emergency repair quote process, resulting in faster turnaround times that meet design specifications
- Led cross-functional teams in designing technical solutions that prevented catastrophic unit failure, generating additional revenue of $513K and solution delivered on time
- Created process maps to identify missed tools before the project started, preventing lost time and revenue of 2 days increasing project efficiency by 15%
- Facilitated cross-functional teams of engineers and subject matter experts to solve customer problems within time constraints and design specifications, resulting in improved customer retention rates
- Increased booking by 22% by designing technical solutions that were business differentiators by understanding customer needs and market trends
- Presenter at a User Group Conference to showcase technical expertise and solutions within the industry

Assumed various additional positions on an ad-hoc basis Project Manager, Operations Manager, Night Shift Supervisor, Technical Field Advisor, Shop Engineer, and Repair Specialist, demonstrating versatility and adaptability in a fast-paced environment

EDUCATION

Massachusetts Maritime Academy, Buzzards Bay, MA

- BS - Marine Engineering
- BS - Facilities and Environmental Engineering

Luma Institute, Remote
- Human-Centered Design Practitioner

Coursera/Google, Remote
- Google UX Design Certificate

EDX/RIT, Remote
- Design Thinking - MicroMasters

IxDF, Remote
- Service Design: How to Design Integrated Service Experiences
- Journey Mapping
- Agile Methods for UX Design
- Human-Computer Interaction: The foundations of UX Design

Additional certifications shown on LinkedIn