



ALIDA GAGLIUFFI

(ah-lee-dah gah-you-fee)

Product designer with a passion for data.

Developer with affinity for pen and paper.

Start-up bred, ops nerd, gung-ho on
clarity, always people-first.

Explorer, maker of things, latina, bruja.

Big life questions enthusiast.

Tools I work with

Figma, Adobe XD, Sketch,
Hotjar, Optimizely, Atlassian products,
Google Suite, Zoho suite
HTML/CSS, MEAN Stack
Fluent in English and Spanish

Education

Ironhack Miami

9 week full-time MEAN Stack Bootcamp

60 hour part-time front-end certificate

Fashion Institute of Technology, SUNY
BS Merchandising & Product Development

Contact

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 alidagagliuffi

Portfolio: alidagagliuffi.com

Work Experience

Lead Designer @ Overproof

Aug 2019 - Nov 2024, Remote

Enterprise software solution that offers intelligent data for the beverage industry.

- Spearheaded the design and launch of 4 web portals and 3 mobile apps across 3 brands, creating tools for field users, performance analytics, business reporting, and food ordering.
- Led research, wireframing, design systems, and final UI for all products within a team of 3 designers, collaborating with Operations, Sales, Marketing, Data, and Dev teams.
- Presented new product concepts to C-level stakeholders, securing buy-in for design strategy.

Product Designer and Front-end Developer @ BoatsGroup

Aug 2017 - July 2019, Miami

Parent company to 11 brands including Boats.com, Yachtworld and Boat Trader - largest boat marketplaces in the world, combined 20+ million monthly visitors in 11 languages.

- Recruited out of coding bootcamp to design, code, and run A/B tests across all sites focused on growth, building front-end code for dev handovers for winning designs.
- Transitioned to full-time designer after one year, leading the redesign and product offering expansion of Yachtworld, while improving key site metrics.
- Collaborated with Heads of Product, Marketing, BI, Sales, and Ads teams across 3 mobile apps and 5 web portals, working on marketplace pages, reporting, and inventory management tools.

Head of Global Operations @ Ironhack

Nov 2015 - July 2017, Miami

Spain-based Coding, Data Science and Design bootcamp school.

- Brought on as a consultant to optimize campus operations and conduct market research for expansion into new locations, transitioning to full-time after 3 months.
- Established processes and introduced tools to standardize student experience, staffing, and HR practices across 3 campuses.
- Led the creation and launch of the first two cohorts of 8-week UX/UI Design bootcamp.
- Completed two of their certifications as a student.

General Manager New Markets @ Zeel Networks

May 2014 - June 2015, Miami

NYC-based Massage On Demand company.

- Hired to launch and manage operations in South Florida, the first market outside of NYC, overseeing budget for staffing, operations, and marketing.
- Recruited and managed a Marketing Assistant and Community Manager while implementing onboarding and training procedures, growing the therapist base from 50 to 370 in 10 months with an average rating of 4.6/5.
- Achieved sustained monthly sales growth of 19-28% despite market seasonality, securing partnerships and sponsorships with top local events and media.
- Supported new GMs in subsequent market launches.

Operations @ onefinestay

May 2012 - May 2014, New York City

London-based, high-end vacation rental company. Acquired by AccorHotels in 2016.

- Joined as part of the launching team for NYC operations, earning 3 promotions during my tenure and expanding the field team from 2 to 10 full-time employees and 4 to 50 contractors.
- Built the warehouse, designed and implemented hiring and training processes, and managed logistics, payments, and scheduling for the field team.
- Collaborated with Commercial, Maintenance, and Host Relations departments to establish the company's Home Standard guidelines, defining measurable aesthetic and operational values for onefinestay properties.