

ALIDA GAGLIUFFI

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

She / Her

15 years in tech, 10 in product, 8 designing.

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.

Portfolio

alidagagliuffi.com

Toolbelt

Figma, Atlassian, Adobe, and Google products.

Fan of Design-thinking and Agile methodologies.

I once coded (MEAN stack), now it helps me

deliver efficient designs and realistic timelines.

Currently nerding on developing my research
skills and larger CX journeys.

Fluent in English and Spanish.

Education

Ironhack

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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Senior Product Designer, Growth @ inKind

Sept 2025 - June 2026, Austin

Two-sided hospitality marketplace offering upfront financing, data analytics, and a consumer payments & rewards app.

- Supporting product growth for 5,000+ B2B restaurant partners and 4M+ B2C consumer app users, spanning new 0 -1 operator tooling and guest-facing growth initiatives.
- Established the company's first UX research knowledge base, leading end-to-end qualitative and quantitative research, synthesizing insights from interviews, surveys, product analytics, and usability data into an AI-enabled repository used across product, design, and engineering.

Senior Product Designer > Lead Product Designer @ Overproof

Aug 2019 - Nov 2024, Remote

Enterprise SaaS solution that offers intelligent data for the food & beverage industry.

- Recruited by former BoatsGroup manager to design company's product suite in a team of 3.
- Launched 4 web portals and 3 mobile apps across 3 brands during my tenure, creating B2B and B2C tools for field users, performance analytics, business reporting, and food ordering. Worked on entire product lifecycles including pitching, research, HiFi flows and managing design systems.
- Led the redesign of our flagship product from pitch to launch, collaborating closely with C-suite, Sales, Marketing, Data, and Development teams. Turned a data collection tool into an AI-powered smart field assistant, driving a 32% increase in existing user's app engagement and 24% reduction in CS tickets after onboarding.

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 focused on growth across all portfolio sites, building front-end code for dev handovers for successful designs.
- Collaborated with Head 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.
- Transitioned to full-time designer after one year, leading the redesign and product offering expansion of Yachtworld, increasing pages by session by 24%, lead generation by 11%, and 1:1 ad revenue by 15 % upon initial launch.

Head of Global Operations @ Ironhack

Nov 2015 - July 2017, Miami

Spain-based Web Development, Data Analytics, Cybersecurity 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 SOPs for curriculum development, student experience, and HR practices across campuses, reducing student onboarding time by 30%, and operational admin time by 40%.
- Product Manager for the launch of the first two 8-week UX/UI Design bootcamps, overseeing curriculum design, program structure, staffing and cross-functional rollout in 3 campus.
- Completed 2 of their certifications as a student.

General Manager South Florida @ Zeel Networks

May 2014 - June 2015, Miami

NYC-based Massage On Demand company.

- Hired to launch and run operations in South Florida, the first market outside of NYC.
- Recruited and managed a Marketing Associate and Community Manager.
- Developed onboarding and training procedures growing the therapist base from 50 to 370 in 10 months, with an average customer rating of 4.6/5.
- Secured partnerships and sponsorships with top local events and media, achieving sustained monthly sales growth of 19-28% despite market seasonality.
- 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 NYC launch team to lead the field operations department. Established scalable hiring and training processes to match seasonal spikes. Grew the team from 2 to 10 full-time employees and 4 to 50 contractors.
- Oversaw daily logistics for up to 150 concurrent stays, resulting in Guest NPS score of 68 and 8.9/10 home cleaning ratings.
- Product Manager for Home Standards initiative—developed scoring system with Commercial team to assess property quality, implemented with Field Team, and worked with Maintenance and Host Relations to improve or delist the bottom 10% properties.