

DANIEL D'ALONZO

Rutgers University

908-801-0005 | daniel.dalonzo@gmail.com | www.danieldalonzo.com

AGENCY for FINANCIAL SERVICES (2017 - B2B - Princeton, NJ)

Contracted to provide full-range of research, strategy, design, development, and DNS management services. Facilitated research methods via empathy maps; value proposition canvas; persona development; analysis of culture, contracts, customers; and brought projects from inception to launch using journey maps, roadmaps, userflows, wireframes and high-fidelity visual design prototypes. Designed internal process to uncover potential innovation opportunities for the CEO to review research, consider options, and naturally buildout strategies for ideal projects tailored to the agency's client's needs. Developed a customized all-in-one sales, marketing, and design platform to scale the production process ie: seamless landing page creation, cloneable microsites, etc. Standardized new product matrix the agency leveraged to improve their client experience by focusing directly on ROI.

YOUTH ENTREPRENEURSHIP PROGRAM (2017 - B2C - Remote)

CEO provided his vision and contracted me to design ten mobile application screens he would use to pitch investors to fund the full development of the mobile application. Extracted vision into a lo-fidelity sketch of post-it notes and userflows, went through on-going draft and approval process with CEO, wireframed the screens, visually designed them to the CEO's liking, and uploaded the designs to inVision.

MEDICAL CENTER (2017 - B2C - Remote)

Turned a medical doctor's vision into an outline, drafted userflows, sketched wireframes, designed high-fidelity web pages using Sketch, and handed-off for the doctor to develop internally

WORKFORCE DEVELOPMENT STARTUP (2016 - B2C - Washington, D.C.)

Responsible for creating the prototype of a web application that connects job seekers from the skilled trades with employment opportunities. Evaluated startup, recommended lean-agile organizational improvements to focus attention around customer needs which would reduce some of the UX debt, led the rebranding initiative, designed new styleguide, redesigned the existing marketing website (userflow, wireframes, visual design, and hand-off to engineers), conducted user research interviews and on-site observations, analyzed existing customer support requests to identify similar issues repeated through many users, facilitated team-wide ideation whiteboard session, prioritized into a backlog and presented privately to CEO and COO to get buy-in on the new customer journey and userflows, wireframed the experience with the engineer, atomically-designed software interface in parallel with the engineer

AGENCY for LAW FIRMS (2014 - B2B - Princeton, NJ)

Improved the agency's web design services, completed 20+ site builds from scratch, built a team around myself. Evaluated web design services offered to the agency's clients, recommended a results-driven, lean, and agile creative workflow, installed the new workflow, developed an intern with no previous experience from part-time \$10/hour into a full-time Wordpress developer earning \$50k + full benefits in 90 days, grew myself into the Senior Designer role

WHOLESALE MANUFACTURING COMPANY (2013 - B2C - Middlesex, NJ)

Unlocked retail distribution of a product the client manufactured on-site for 100+ years by building a marketing department from scratch, cross-training employees, hiring new staff, installing infrastructure to produce consistent month-over-month improvements. Evaluated email marketing strategy, analyzed existing analytics, recommended improvements resulting in an immediate revenue increase from \$3,500 to \$6,000+ per sales-driven email.

ASSOCIATION (2010 - B2B - Clark, NJ)

Evaluated association to uncover new product opportunities to sell to the organizations in the association. Designed three-tiered full-service email marketing service bundles, pitched the products to 32 agency CEOs, converted 12 of 32, designed and implemented the service blueprint for the association to fulfill the services for the 12 new accounts

VIDEOGRAPHY

Policy Advocacy Firm, Newark, NJ

- Translating policy research into action by leveraging data-driven storytelling

Rutgers Eagleton Institute of Politics, Rutgers University

- Contracted by the Eagleton Program on Immigration and Democracy to produce a fundraising video of the tri-campus initiative, Citizenship Rutgers

Rutgers School of Social Work, Rutgers University

- Produced 20-minute ethnographic video project analyzing the Summer Housing & Internship Program (SHIP) which provides support to youth who are aging out of the foster-care system

School of Arts and Sciences Honors College, Rutgers University

- Documented presentations and colloquiums

Rutgers Library Services, Rutgers University

- Documented events, classes, talks, plenary discussions, workshops, etc

Hub City Revival, New Brunswick, NJ

- 60-minute documentary of an all ages art and music event travelling from New Brunswick to Jersey City to Newark

Haiti Relief Benefit, New Brunswick, NJ

- 4-minute video of benefit hosted to generate funding through the sale of artist's original work

Middlesex County Board of Education, NJ

- Filmed monthly board of education meetings to provide footage to parents unable to attend

City Council, New Brunswick, NJ

- Published videos of the bi-weekly city council meetings on hyperlocal newspaper

Ward Campaign, New Brunswick, NJ

- 11-minute documentary about local activists working to change the form of government from an at-large city council to a ward-based council

TEACHING

Rutgers University, New Brunswick, NJ

- Co-Instructor w/ SAS Honors Dean Matt Matsuda, Introduction to Entrepreneurship (2012)

Rutgers University, New Brunswick, NJ

- Instructor, Marketing Consulting for Small Business (2011)

Rutgers University, New Brunswick, NJ

- Instructor, New Media Composition: Sustainable Cities (2010)

Rutgers University, New Brunswick, NJ

- Instructor, Digital Media Lab (2010)

Rutgers University, New Brunswick, NJ

- Instructor, Civic Engagement with Service Projects (2010)

SERVICE EXPERIENCE

Techstars, Curator

- Social Enterprise Startup Digest Curator for approx 6,000 global subscribers

IDEO, Global Design Coach

- Provided an immersive, hands-on learning experience as one of the five global design coaches for the IDEO Design Challenge to Reimagine Higher Education

WeWork, Partner

- Design experiential community events such as *Thin Red Thread*, *Founder's Way*, and *Side Project Sundays* because it feels natural to sew myself into the cultural fabric of the community

Public-Private Partnership, Kellogg School of Management at Northwestern University

- Mentor MBA team from INSEAD Graduate School of Business competing against their peers for the Morgan Stanley Sustainable Investing Institute Challenge

Host, ArtHouse, New Brunswick, NJ

- Local artists and musicians transformed my home into an art gallery and music show

PERSONAL PROJECTS

Founder, Action Horizon Institute (<http://actionhorizon.institute/>)

Evidence-based postsecondary education pipeline program to provide new tools for learners to create their own opportunities. Based on an on-going evaluation of the role of higher education within the larger societal ecosystem, along with my personal life experiences. Competencies: designing personalized learning plans, self-directed learning, consistent peer-led weekly learning community meetings at

Princeton Public Library, documentation of process through weekly stakeholder updates (blog posts + email list), etc

Founder, Cooperative Impact (<http://cooperativeimpact.org>)

New Jersey's first-ever social innovation conference. As a grassroots community-organizing tool, I launched a meetup group to find out if anyone else from the Princeton area felt strongly about collectively working towards more sustainable solutions to social and environmental challenges. Coached speakers for three weeks to support their presentation development and overall readiness

Founder, Wolfpack

Voice-activated application designed to prevent domestic violence.