

Alesia Burton, MS - Design

TRANSDISCIPLINARY DESIGNER, STRATEGIST, & FACILITATOR | INNOVATION | 12+ YEARS OF EXPERIENCE | EMPATHETIC DESIGN LEADER

A transdisciplinary Designer, Strategist, and Facilitator with 12+ years of experience working as a consultant with a variety of companies and industries including Fiskars, Briggs & Stratton, and Mercedes-Benz (China). Passionate about inspiring teams to use systems thinking and design thinking to craft human and life-centered services and cohesive product systems.

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EXPERIENCE

Lead Design & Strategy Consultant | January 2019 - Present Pendulum118 LLC

- Grew a formalized design consultancy business on the foundation of 6 years of freelance work that offers strategy and design consultation, research and insight gathering, branding, product development, and creative services, helping hundreds of businesses grow through the execution of 500+ projects, all from a human-centered perspective.
- Oversaw day-to-day operations including budgeting, proposals, and project management, while leveraging systems thinking and human-centered design to transform organizational needs into impactful opportunities ensuring streamlined operations.
- Provided strategic partnership that enables businesses to make informed decisions regarding profit models, organizational structures, processes, and customer engagement, empowering them to confidently achieve their visions.
- Partnered with a former Team USA Boxing member to launch a gym and personal training company titled [Boxing with Love](#), developing a comprehensive business plan that evolved operations into a 6,000 sq. ft. state-of-the-art facility, building a strong brand reputation for high-quality training and youth programs, achieving a 2,500% increase in clientele and 750% growth in social following over 5 years.
- Collaborated with marketing teams from [Designing Gig](#) and [ElementCG](#) to enhance user experience of healthcare/biotech firms from Fortune 500 firms to innovative start-ups, delivering 17+ websites, 22+ unique brand identities, and various digital/print assets. See partnership intro with samples [here](#).
- Teamed up with the National Benevolent Association to lead a boot camp for 31 social entrepreneurs that provided customized curriculum and coaching to enhance their business offerings and brand presence, resulting in over \$1.7 million in annual revenue for non-profits and social innovation. Client list includes [Rev.I, do Officiating](#), a feature in Apple TV+ documentary.

See full [client list](#) here.

Program Development Strategist | August 2023 - August 2024 MD+I Program at University of Wisconsin - Madison

- Established team onboarding and workflow practices, supporting the growth and operations of the graduate-level program.
- Planned and executed program events and the creation of team assets, contributing to program awareness and involvement.
- Partnered with the Division of Rheumatology within the Department of Medicine at University of Wisconsin-Madison to use design thinking to identify opportunities for improved patient and provider outcomes.

Manager, Store Experience | February 2018 - March 2019 EStreet Denim Co. (Bloomington)

- Defined customer engagement strategy to guide team efforts.
- Led and mentored a dynamic team of 8 sales associates, driving sales performance through effective training, performance management, and fostering a positive team culture.
- Managed an inventory of over 3,000 items while implementing merchandising strategies and analyzing sales data to optimize product offerings.
- Sourced new vendors and merchandise, managing daily orders and driving an average monthly revenue of \$60,000 in peak season.

SKILLS

Leadership & Collaboration

- Creativity and Innovation
- Emotional Intelligence
- Team Structuring
- Performance and Project Management
- Problem Solving
- Inspiring Facilitation
- Humility

Methodologies

- Human Centered Design
- Design Thinking
- Agile

Design + Innovation

- User Research
- Design Strategy
- Planning, Organizing, and Facilitating Workshops and Design Sprints
- Experience Mapping and Storyboarding
- Development of Personas
- Ability to Transition between Digital and Physical Products
- Creation of Product Ecosystems
- Concept Sketching
- Low and High Fidelity Prototyping
- Analysis of Observations
- Presentation of Findings
- Systems Thinking with Consideration of Sustainable, Circular, and Regenerative Design

Tools

- InVision, Figma, Adobe XD
- Adobe Illustrator, InDesign, Photoshop
- Miro, Mural
- Trello, Monday, Todoist, Wrike
- Solidworks, SketchUp, OnShape, Keyshot
- Microsoft (Word, Powerpoint, Excel)
- Google Suite

Accomplishments

- 1st Place, Briggs & Stratton Student Design Competition at MIAD
- 1st Place, Delta Faucet Student Design Competition at MIAD
- 2nd Place, Fiskars Student Design Competition at MIAD

Multidisciplinary Designer | January 2017 - February 2018
Octane Product Design

- Translated ideas into concepts, leading to creation of user interfaces and physical products.
- Executed 2D and 3D techniques, including sketching, prototyping, and technical development, to facilitate the design process.

Strategic Designer & Facilitator | October 2017 - January 2018
Mind + Hand

- Facilitated the creation of a makerspace for a Chicago educational incubator.
- Optimized tools and resources available within this space to support student projects.
- Managed spatial planning, sourcing, and construction of furniture and equipment.
- Developed a starter curriculum for makerspace programming.

Designer, Strategist, & Innovation Facilitator | September 2015 - January 2016
Mercedes-Benz (China) with WelImpact

- Spearheaded design thinking efforts to aid in the establishment of iTech IT Innovation Lab.
- Trained a team of 12 new employees in the tools and methodologies necessary to succeed in their new roles.
- Developed corresponding project management tools and environmental assets to streamline workflows.
- Led workshops for a diverse global team of 20+ multilingual individuals, including company leadership to showcase and communicate team efforts.
- Designed content and visuals showcasing this project for presentation on the topic of The Emergence of Innovation presented to 300+ guests at the 2016 Asian Design Management Conference.

Product & Graphic Designer | April 2014 - November 2014
Briggs & Stratton

- Executed design research to better understand the target market and identify opportunities leading to improved engine shroud ergonomics and semantics, a new brand identity, and clarified new opportunities for stakeholder interactions.
- Designed current corresponding logo for the racing division highlighting an ability to translate user insights and balance a historic corporate identity with a new application.

Industrial Design Intern | April 2014 - November 2014
Fiskars

- Led design team efforts on previously patent-pending technology, resulting in tailored project goals, a refined approach, and launch of a kitchen tools line new to the U.S. market.
- Observed users through fieldwork and interviews to provide insights that drove concept development and product refinement.
- Contributed design input via sketching, rendering, and low- and high-fidelity prototyping to develop and refine 5 products within the crafting, cooking, gardening, and home maintenance segments.

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EDUCATION

University of Wisconsin–Madison / M.S. Design + Innovation (spec. Design Strategy)

Milwaukee Institute of Art & Design (MIAD) / B.F.A. Industrial Design

Fashion Institute of Design & Merchandising (FIDM) / A.A. Product Development