

BEA ALESSIO

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WORK EXPERIENCE

GOOGLE San Francisco, CA

Using AI from Google Research to give average users expert-level abilities to create video, audio and image content.

Product Manager / AI for Design Oct 2021- Current

- **Google Ads:** Automated the process of creating professionally designed image and video ads for SMBs based on uploaded images, videos and headlines, avoiding the need for them to hire a designer or videographer. 98% of advertisers used this feature, generating +15.9% ad revenue (~+\$100M annually) from improved ad performance.
- **YouTube Shorts:** Created system to transform popular long YouTube videos into a series of short, mobile-friendly TikTok-style videos with one click. These generated +15% user engagement, increasing ad revenue by \$90M/year.
- **Google Image Search:** Implemented search results in the style of Instagram stories that deliver information about restaurants and landmarks, which improved engagement with young users by +9.5%.

OMA San Francisco, CA

Voice-driven AI assistant to detect early indicators of depression and Parkinson's by analyzing speech biomarkers.

Founder Sept 2021-Current

- Validated addressable market (25M seniors) and user needs through A/B testing and ethnographic research.
- Defined core product and ethical data collection / privacy requirements for Machine Learning model.
- Secured pre-seed funding through Stanford Ignite fellowship and Visible Hands Venture Capital pre-seed round.

ADOBE San Francisco, CA

Product Manager / AI and Innovation

May 2019 - Oct 2021

- Made static PDFs readable on mobile by launching an AI-driven solution, "Liquid Mode," which dynamically resizes PDFs for mobile devices; launched and scaled solution to 25M monthly users.
- Grew monthly usage from 10M to 50M+ documents read by leading cross-functional engineering and UX teams to launch 4 enhancements: faster document rendering, reading controls, interactive tables and enhanced search.
- Defined product vision and use cases for the Document Intelligence Lab Research group, developing how to layer virtual information into objects (e.g., phone camera, Google Glass), detect unusual clauses in e.g. legal documents.

NAUTIKOS Mexico City, MX

Boutique Yacht sales offering lower-cost yacht co-ownership targeting millennials

Design Manager / Digital Experiences

July 2016 - June 2018

- Pitched, prototyped and led the development of a co-ownership yacht app with a concierge experience after conducting user research with clients and boat captains. Launched pilot with 5 yachts, growing clients to 6 per boat.
- Managed development team, and delivered an integrated branding, UX, front-end and operational strategy.

EDUCATION

NORTHWESTERN UNIVERSITY

Evanston, IL

MS, Engineering Design (Fulbright Scholar)

2018-2019

- Industrial Design Teaching Assistant. Thesis: Voice user interface design and prediction engine to gain insight into senior's mental & emotional health through accessible voice interactions and ethical AI.

UNIVERSIDAD IBEROAMERICANA

Mexico City, MX

BS, Mechanical and Electrical Engineering (Focus: Product Design)

2012-2016

- Thesis: Recycling machine for in-campus processing, rewarding collection with bus fare for students.

STANFORD UNIVERSITY

Palo Alto, CA

GSB Stanford Ignite Fellow

2021

- Selected for high-impact Incubation Fellowship. Founded OMA (see above).

VOLUNTEER EXPERIENCE

PROFESSIONAL ASSOCIATION OF DESIGN (AIGA), Product Design Co-lead San Francisco, CA; 2021-present

- Lead monthly Product Design panels, inviting underrepresented speakers, and highlighting opportunities to new and young designers. Past forums include post/pandemic design, metaverse design, design and education.

LA COCINA, Design Volunteer

San Francisco, CA; 2020-present

- Designed logos, menus, and flyers for minority food entrepreneurs to help establish business and market identity.

TUPU, Career Mentor

San Francisco, CA; 2020-present

- Providing 1:1 mentoring women and people from minority groups that want to break into tech.
- Helped two mentees transition into full-time tech jobs.

ADOBE PRO-BONO RESIDENCY, Design Consultant

San Francisco, CA; Jan-Apr 2021

- Designed remote and hybrid education strategy for school during 3-month pro bono residency during/after COVID

AWARDS

- Forbes 30 under 30 : Consumer Tech list 2023
- Fulbright Scholar MS, Engineering Design at Northwestern University 2019
- Fast Company Linda Tischler Upcoming Designer Award 2021 – Innovation by Design awards
- San Francisco Design Week – Winner Student Projects 2021
- Fast Company World Changing Ideas 2021
 - Honorable mention: Data and AI – OMA Voice engine to gain Insight into Senior's health
 - Top Finalist: Education - Adobe's Liquid Mode as a part of Readability Initiative