

Projects Delivered by Alto Leadership
Throughout Their Careers



Energy sector IoT solution

Project lead: Fereshta

A multi-cloud, multi-site remote monitoring and diagnostics SaaS platform connecting hardware to cloud, visualizes data, and enables remote monitoring and diagnostics

Scope of Work:

- Product strategy, product lifecycle management
- UX research, UX/UI design, user testing, content strategy
- Partial development and engineering for 2 phases of project and quality assurance

Key Achievements:

- Launched and grew platform to 23 features for 13 different personas
- Developed B2B and B2C solutions: web in 4 screen sizes incl, mobile web, native iOS and Android apps
- Nominated for CEO award in a 100,000-employee global company



Platform Capabilities:

- Data visualization and reporting
- Energy maintenance scheduling
- Remote diagnostics of hardware issues
- Multi-cloud and multi-site monitoring

Impact:

- Enhanced Daikin's IoT offerings in the energy sector, gaining market share at fastest rate vs competitors
- Improved customer service through remote diagnostics
- Streamlined energy maintenance for hardware and software processes



AI-Enhanced Automation Platform

Project lead: Peter

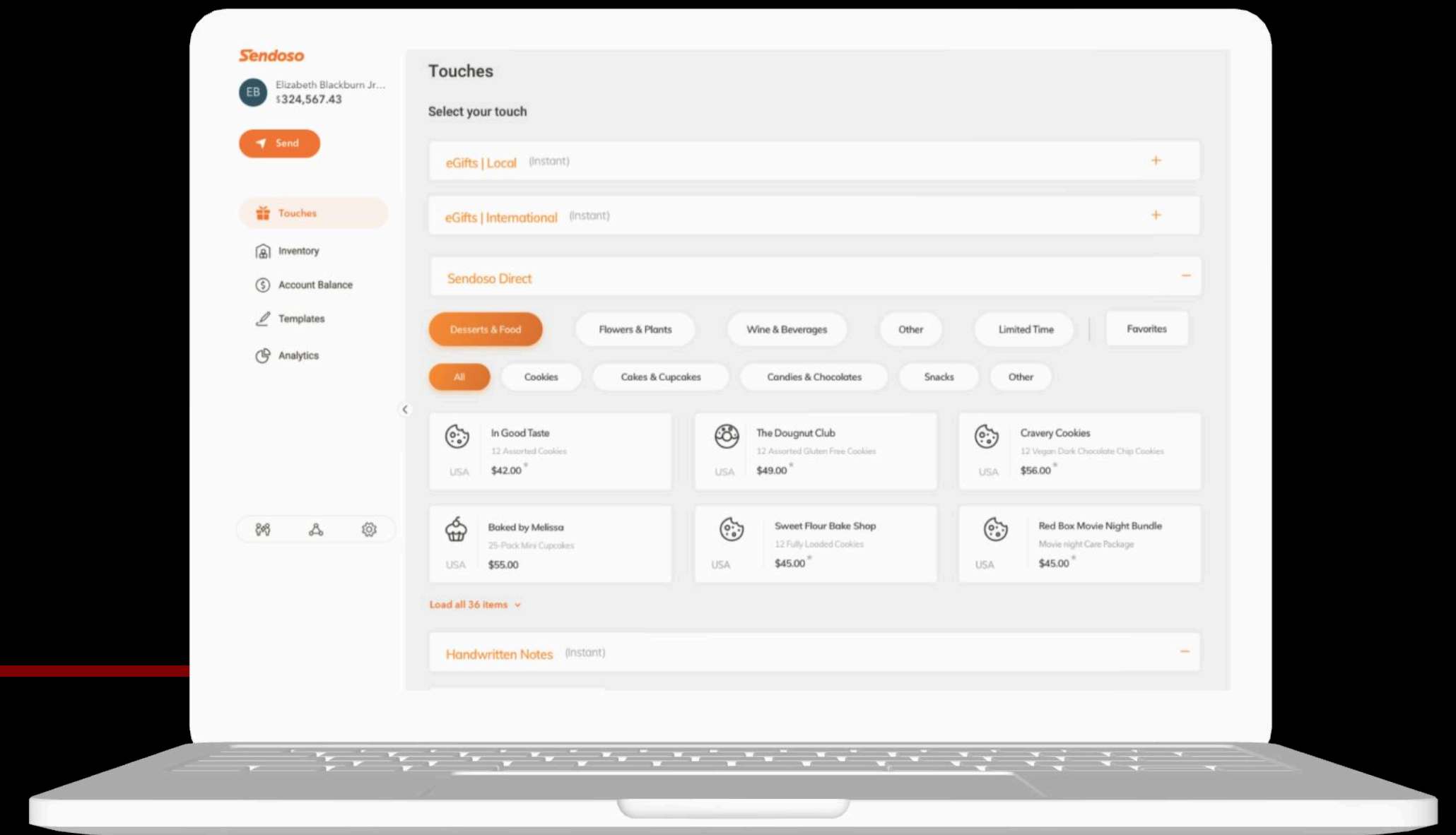
A web-based software platform for marketing/sales/CX enterprise automation driving ROI and increasing customer retention through tailored campaigns

Key Challenge & Impact:

- Modernize technology stack and enhance user experience over a 2-year engagement
- Enhanced Sendoso's ability to create highly differentiated, tailor-made campaigns for deeper customer connections

Solution:

- Introduced new gifting workflow using VueJS stack
- Led Frontend and GraphQL initiatives
- Implemented UI/UX improvements and API development
- Enhanced Sending Management Platform for inventory management and intelligent analytics



Process:

- Long-term, 2-year collaborative project
- Phased approach: from initial workflow to broader tech leadership
- Focus on CX tech to deepen buyer connections

Key Achievements:

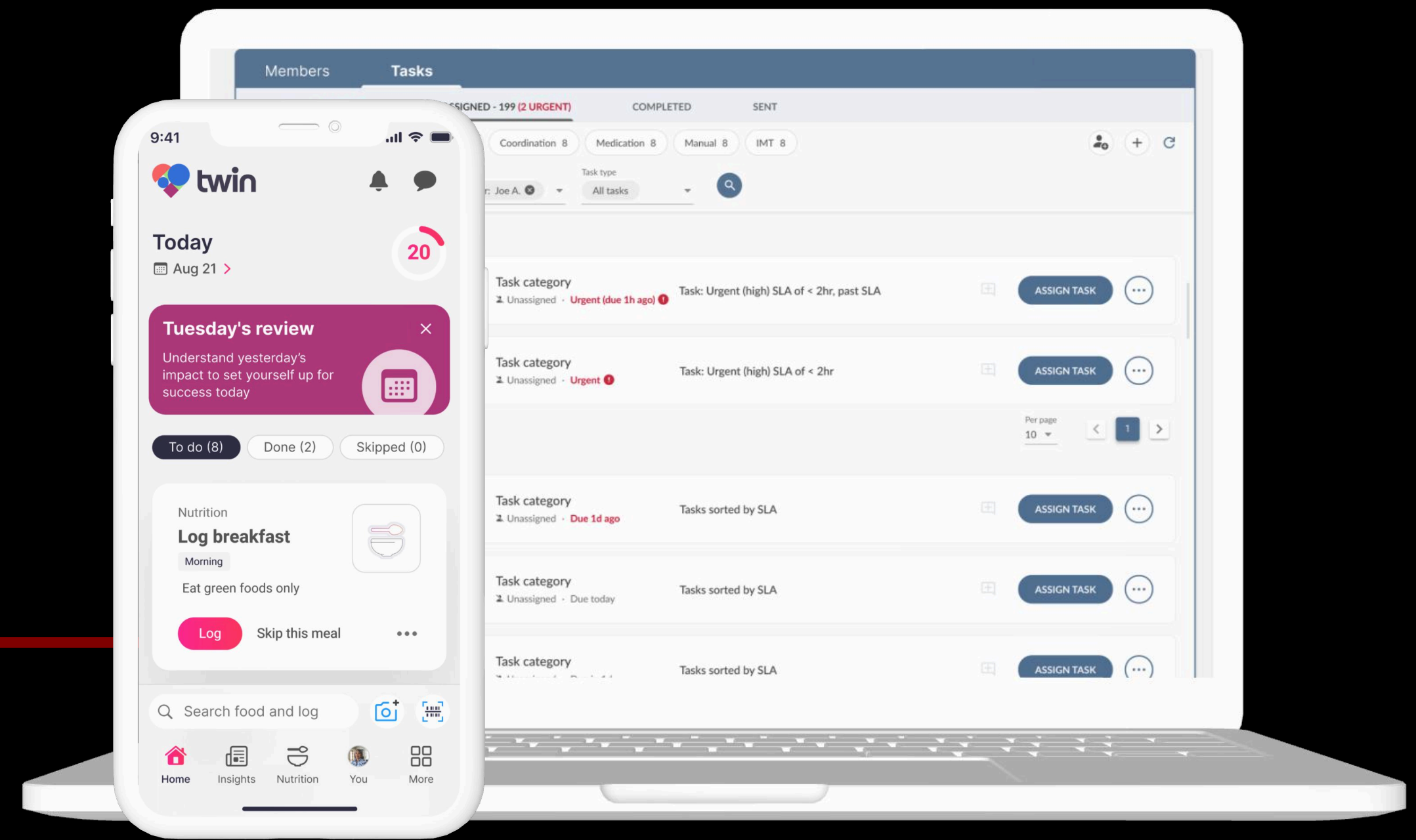
- Successfully modernized client's tech stack
- Delivered new VueJS-based gifting workflow
- Spearheaded frontend development and GraphQL integration
- Improved platform capabilities from inventory management to analytics



AI Digital Twin for Healthcare

Project lead: Mike

A mobile application delivering personalized insights to improve metabolic health and a clinical application (web + mobile) for care providers to treat patients



Scope of Work:

- UX/UI, Product, Content, and Service Design
- Platforms: iOS, Android, and Web-based applications

Solutions:

- Patient-facing Twin Health consumer mobile app
 - third party sensor sync
 - nutrition, medication, and physical activity logging
 - AI-powered insights & education
- Clinical software for providers, coaches, and operational staff
 - critical patient care & communication management with EHR integration
 - medication and nutrition management
 - AI-powered treatment recommendations

Key Achievements:

- Led product design from seed funding through \$750MM valuations
- Scaled design teams across UX, UI, content design, user research, and animation
- Developed comprehensive health tech ecosystem for patients and providers

Impact:

- Enhanced patient engagement in managing type 2 diabetes and metabolic health
- Improved healthcare provider efficiency and decision-making
- Created seamless integration between patient and clinical software

PERCEPT

Health Tech, Medical Devices

Project lead: Fereshta

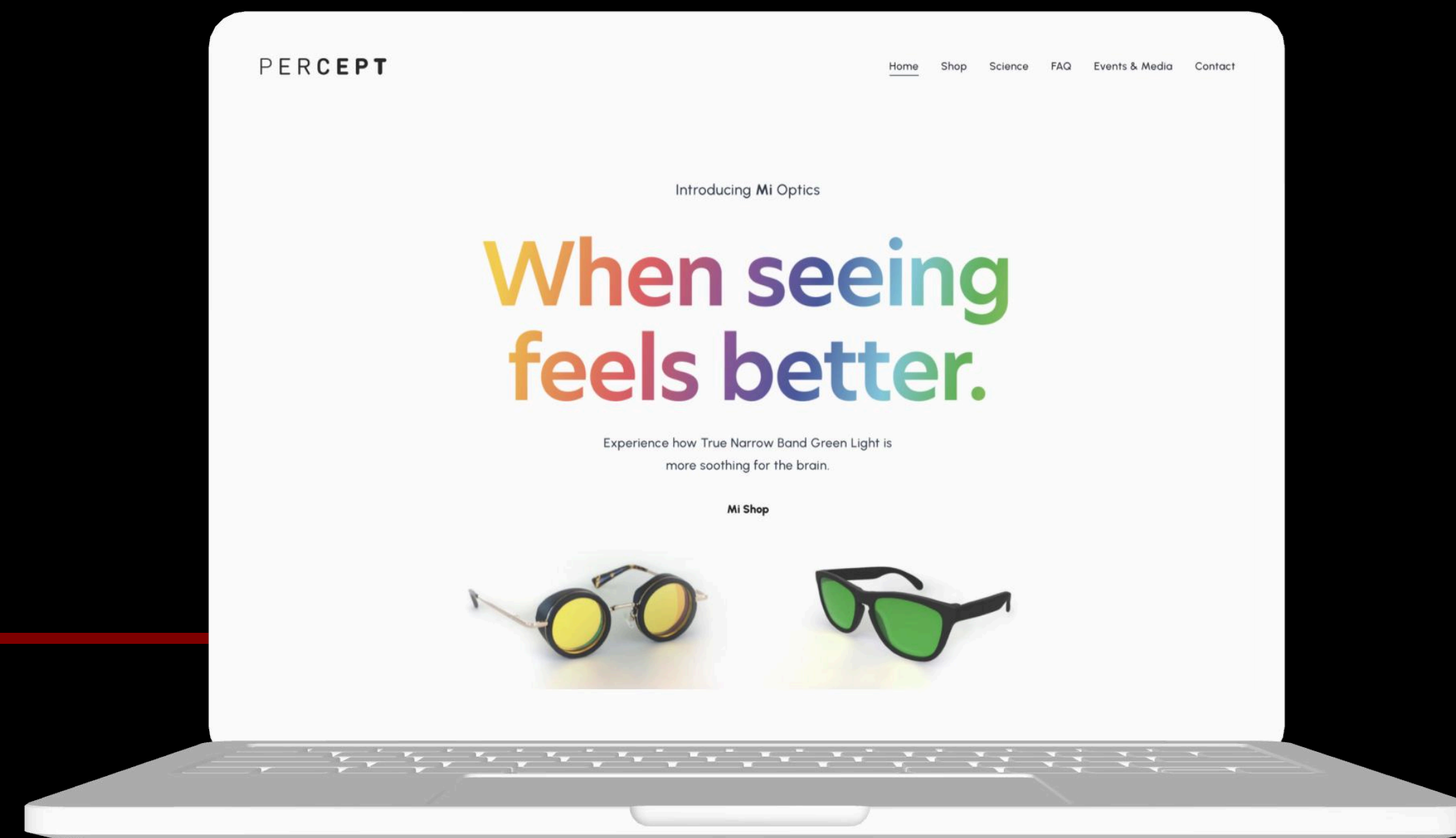
Integrated software for Percept's line of vision care hardware, including web-based and mobile applications for providers and patients.

Scope of Work:

- Mobile Application Development (iOS and Android), User Experience (UX) and User Interface (UI) Design, Product Strategy and Management, Competitive Analysis, Product Launch and Feedback Integration
- Real-time, Integrated user feedback
- Mobile applications for iOS and Android serving as software interfaces for electrochromic eyewear products

Solutions:

- Patient and provider-facing applications for managing vision care solutions and electrochromic eyewear
- Provider-facing tools for patient care and product management
- Created MyWear, a migraine relief-focused eyewear product with accompanying mobile applications



Impact:

- Developed the product from concept to launch
- Enhanced vision care management for patients using Percept's electrochromic eyewear
- Improved migraine relief solutions through the MyWear product and application
- Streamlined communication between vision care providers and patients
- Established a feedback loop for continuous product improvement and user satisfaction

Cross-functional Team:

- Product Management
- Mobile Development
- UX Research & Design
- UI Design
- Hardware Integration Team
- Medical Professionals