

LAURA FRANCO

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Human-centered Interaction Designer and User Insights Specialist with 2+ years of experience in the prosthetic limb industry. Played a key role in the early establishment of a dedicated User Insights department, working independently within a cross-functional team under senior management. Led the development of the first insights database capturing the experiences of both prosthetic device end users and clinicians, focusing on everyday life journey and clinical workflows. Particularly interested in the healthcare field, where design can directly impact quality of life, but also open to exploring diverse design purposes that challenge assumptions and expand human-centered practice. Experienced in prototyping, collaborative problem-solving, and designing across physical and digital touchpoints. Passionate about creating inclusive, impactful experiences through curiosity, empathy, and iterative exploration.

SKILLS AND ACCOMPLISHMENTS

- **Design Methodologies:** Human-Centered Design | Journey Mapping | Systems Thinking | Service Design | Co-Creation Workshops | Innovation Strategy Support
- **Prototyping & Testing:** Low- & High-Fidelity Prototyping | Wireframing | Interactive Prototypes (Figma) | Usability Testing | Iterative Design | Coding (html, CSS, JavaScript)
- **Collaboration & Communication:** Cross-Functional Teamwork | Design Storytelling | Workshop Facilitation | Stakeholder Alignment | Feedback Integration

WORK EXPERIENCE

USER EXPERIENCE & USER INSIGHTS SPECIALIST | Össur Iceland ehf, Reykjavik (Iceland) March 2024 – Present

- Contributed to the early development of a dedicated User Insights function within Össur R&D, helping shape its vision, tools, and processes for integrating user perspectives into product & service design.
- Independently planned and conducted qualitative and quantitative research studies with prosthetic limb users and clinical stakeholders to uncover unmet needs, pain points, and opportunities for innovation.
- Communicate research insights to the development team through storytelling, journey mapping.
- Collaborated closely with engineers, designers, and clinical teams to ensure user needs informed product development at every stage, from early ideation through testing and iteration.
- Advocated for human-centered and systems thinking approaches across multidisciplinary teams to align product decisions with the lived experiences of users.
- Synthesized findings into strategic recommendations that supported data-driven design and business decisions, driving product desirability, user engagement, and cross-team value creation

INTERACTION DESIGN INTERNSHIP | Össur Iceland ehf, Reykjavik (Iceland) August 2023 – February 2024

- Developed a strategy and physical / digital tool to improve the user experience around the selection and configuration of customizable prosthetic components.
- Conducted user research with clinicians and internal stakeholders to identify friction points in the selection process and define key end user and clinicians needs.

- Designed interaction flows and prototypes that simplified complex product choices, enhancing decision-making and usability.
- Collaborated with product, clinical, and design teams to align the tool with real-world workflows and technical constraints.
- Contributed to early conversations around service design and systems thinking to ensure a more cohesive, end-to-end experience.
- Practiced storytelling and visual communication to share findings and proposed solutions with cross-functional teams.

PRODUCT DESIGN INTERNSHIP | IIT-Italian Institute of Technology, Turin (Italy)

May 2021 – December 2021

- Designed, prototyped, and tested a wearable medical device aimed at supporting post-stroke rehabilitation, focusing on both digital and physical user experience.
- Conducted usability testing to evaluate the effectiveness and intuitiveness of the device interface and physical form factor in real-world medical contexts.
- Applied human-centered design methods to explore patient needs, physical limitations, and emotional responses throughout the rehabilitation journey.
- Iterated across multiple fidelity levels, from early sketch models to functional prototypes
- Collaborated with researchers, engineers, and clinicians to ensure alignment between technical feasibility and user desirability.
- Balanced interaction design and industrial design considerations to create an integrated, intuitive solution for patients and care providers.

GRAPHIC DESIGN INTERNSHIP | Eurostampa s.p.a. , Bene Vagienna (Italy)

June 2016 – July 2016

- Gained hands-on experience with physical prototyping of packaging labels, collaborating with production teams to deliver high-quality outcomes.
- Developed a strong understanding of corporate workflows, stakeholder communication, and design processes within a large-scale manufacturing environment.

E D U C A T I O N

MASTER'S DEGREE IN DESIGN FOR INTERACTION | TU Delft, Delft (The Netherlands)

February 2022 – February 2024

BACHELOR'S DEGREE IN PRODUCT DESIGN | Polytechnic of Turin, Turin (Italy)

October 2018 – December 2021