

Aimee Franco

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Experience

03.2014 - Present

Freelance Designer

Providing user experience design (UX), industrial design (ID), visual design and design research (DR) services in the greater Chicago area

- (UX) Strategized, moderated, and analyzed usability study for mobile sharing startup
- (UX/UI) Designed an open source volunteer management web application
- (ID) Designed aesthetic variants for electric scooter and accessories
- (ID) Developed over 100 bottle options for a packaging rationalization strategy
- (DR) Planned and facilitated healthcare focused co-creation workshops
- (Visual Design) Designed supplier specific marketing materials and website landing pages for relocation service startup

11.2013 - 03.2014

Industrial Design Consultant for iDE Cambodia

Spent four months in Phnom Penh, Cambodia working with iDE (NGO) to design water filtration products for the under-served, rural Cambodian market.

- Planned and conducted qualitative research to identify end-user, retailer and manufacturer needs
- Conceptualized and finalized two products based on research findings, completed manufacturing feasibility testing and produced tooling-ready CAD for one of the products.

06.2010 - 09.2013

Industrial Designer at Tekna Inc.

Developed products and services for a variety of clients including Fortune 500 medical technology and consumer product companies.

- Developed a new line of hand-held surgical power tools
- Established new customer profile and product aesthetic for international appliance company's North American market
- Executed majority of design research activities, from vetting potential product opportunities to product usability testing for FDA compliance

01.2009 - 09.2009

Industrial Design Intern at Whirlpool Corporation

Joined the Platform Studio group to develop a modular ice and water delivery system for a cross-brand refrigeration platform.

Education

2006 - 2010

College for Creative Studies BFA, Industrial Design

10.2014 - 12.2014

Startup Institute

- Eight weeks of full-time front end development training

Adobe	Languages	3D Model	Render	Sketch
<ul style="list-style-type: none">• Photoshop• Illustrator• InDesign	<ul style="list-style-type: none">• HTML5• CSS	<ul style="list-style-type: none">• Rhinoceros• SolidWorks• Alias Studio	<ul style="list-style-type: none">• Keyshot• Bunkspeed	<ul style="list-style-type: none">• Sketchbook Pro