

Aimee Franco

franco.aimee@gmail.com
www.linkedin.com/in/aimeefranco/
Chicago, IL

Experience

10.2014 - Present

UX/UI Apprentice at UrbanBound

Designing methods to attract and retain their national supplier network

- Developing supplier personas to guide social strategy
- Creating supplier specific marketing materials and website landing pages
- Strategizing, writing and creating blog posts for supplier campaign

04.2010 - Present

Freelance Industrial Designer

Providing industrial design, design strategy, and design research services to companies in the greater Chicago area.

- Designed aesthetic variants for electric scooter and accessories
- Developed over 100 bottle options for a packaging rationalization strategy
- Planned and facilitated healthcare focused co-creation workshops

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 and 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 - Present

Startup Institute

- Learning front end development, user experience and visual design

Adobe	Languages	3D Model	Render	Sketch
<ul style="list-style-type: none">• Photoshop• Illustrator• InDesign	<ul style="list-style-type: none">• HTML5• CSS• JavaScript• jQuery	<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