

# Aimee Franco

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www.aimeefranco.com

## 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 Designer

Providing UX/UI design, industrial design and design research services

- UX designer for open source volunteer management web application
- 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"><li>• Photoshop</li><li>• Illustrator</li><li>• InDesign</li></ul>	<ul style="list-style-type: none"><li>• HTML5</li><li>• CSS</li><li>• JavaScript</li><li>• jQuery</li></ul>	<ul style="list-style-type: none"><li>• Rhinoceros</li><li>• SolidWorks</li><li>• Alias Studio</li></ul>	<ul style="list-style-type: none"><li>• Keyshot</li><li>• Bunkspeed</li></ul>	<ul style="list-style-type: none"><li>• Sketchbook Pro</li></ul>