

# Franco Aguilera

## UX/UI Designer | Human Factors Specialist | Creative Technologist

UX/UI designer specializing in human factors and user-centered design. Experienced in conducting usability research, designing intuitive interfaces (wireframes, prototypes, workflows), and collaborating with technical and domain experts to translate complex requirements into accessible digital products. I apply systematic design methods and iterative testing to deliver user-centered solutions across healthcare, education, and technology platforms—driving adoption, reducing errors, and improving user experiences.

Guadalajara, MX · Open to remote

[designiofranco@gmail.com](mailto:designiofranco@gmail.com)

[linkedin.com/in/franco-aguilera](https://linkedin.com/in/franco-aguilera)

## WORK EXPERIENCE

### Digital Transformation Lead

Universidad Autónoma de Guadalajara

Jan 2024 - Present

Guadalajara, Jalisco, MX

- Designed and implemented 35+ digital workspaces for multiple teams, running user research and usability testing to build intuitive UI flows that improved productivity.
- Standardized 15+ processes through task and error analysis, creating SOPs, templates, and checklists that reduced failures and cognitive load.
- Trained end users and team leads, applying user-centered design and human factors methods to drive platform adoption.
- Tracked usability KPIs, ran user interviews, and analyzed feedback to deliver human-factors insights for continuous improvement.

### Academic Innovation Specialist

#### School of Design, Science and Technology

Students Affairs Office - Universidad Autónoma de Guadalajara

May 2023 - Jan 2024

Guadalajara, Jalisco, MX

- Designed and implemented digital tools for academic innovation, applying human-centered design principles to turn user feedback and operational needs into intuitive, usable solutions.
- Created and led interactive workshops and events, using UX and human factors criteria to enhance engagement and iteratively improve features and overall experiences.

### Research & Development Lead

SelfCare Medical Solutions

May 2021 - Feb 2022

Torreón, Coahuila, MX

- Led R&D for health-tech devices, coordinating cross-functional work between clinicians, engineers, and designers to align product decisions with safety, usability, and clinical requirements.
- Built and maintained a no-code workspace for engineering and design teams with clear change control, traceability, and documentation, improving collaboration and design review cycles.

### Product Designer / Project Developer

SelfCare Medical Solutions

Feb 2021 - May 2021

Torreón, Coahuila, MX

- Designed medical hardware and software that combined manufacturability with intuitive, clinician-focused interfaces, improving usability in clinical environments.
- Created user-centered workflows and digital interfaces for medical devices, optimizing efficiency, accessibility, and error prevention for healthcare professionals.
- Translated complex clinical needs and constraints into clear product behaviors and interactions, balancing industrial design performance with engaging user experiences.

## CORE COMPETENCIES

- Human Factors Engineering & Usability Research
- UX/UI Design: Wireframing, Prototyping
- User Testing & Task Analysis
- Usability Guidelines and Regulation
- Digital Product Design & Strategy
- Design Systems & Interaction Design
- Product Strategy & Creative Problem-Solving
- Creative AI integration

## EDUCATION

### B.S. in Industrial and Product Design

Universidad Autónoma de Guadalajara

### Biomedical Engineering Studies

Instituto Tecnológico de Monterrey, Guadalajara

## RELEVANT PROJECTS

### Design.Lab – Creative Innovation Lab

Designed and delivered a structured educational program on design thinking, digital collaboration, and creative problem-solving, linking human-centered design principles with practical tools and real project scenarios.

### Multi-Organ-on-Chip Device – Product & Brand Design

Designed the product interface, user experience, and visual identity for a biomedical device that mimics physiological conditions for drug testing, turning complex biotech behavior into clear, usable interactions.

### EMSADI – Digital Health Initiative | Creative Director

Led the design of information and communication experiences for a digital health program, translating complex clinical and innovation concepts into clear, user-focused narratives for patients, clinicians, and partners.

### Haptic FeedbackVR Glove – Product & Interaction Design

Designed and developed the end-to-end user experience and hardware interaction model for a VR haptic glove, combining UX research, interface design, and clear technical communication to enhance immersion and control.

### AI-Powered Content Creation Automation System

Designed an automation platform that integrated AI generative imaging to rapidly create batch visual variations, enabling teams to explore and align creative direction faster and cutting ideation cycles by ~25%.

## LANGUAGES

English - Bilingual Proficiency

Spanish - Native Proficiency

Italian - PLIDA B1