Stefano Casafranca Laos

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LinkedIn | Portfolio

- UX Product Designer & Business Development Specialist -

Summary

Aspiring, detail-oriented product designer proficient in various technical tools. B.A. in Industrial Design from Peru's top university. Currently pursuing an Associate of Applied Science in Application Development at Austin Community College.

Skills

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) | MS Office Suite | WordPress & Figma | HTML & CSS | 3D CAD Software (Fusion 360, Rhinoceros) | Organizational Planning & Management | Customer Service & Interpersonal Communication | Troubleshooting & IT Collaboration | Data Entry & File Maintenance | Multicultural Sensitivity & Servant Leadership | Bilingual: Spanish and English

Education

Associate of Applied Science: Application Development – Swift Coding and Design
Austin Community College | Austin, TX   *Graduation Date: May 2026*

B.A. in Industrial Design
Pontifical Catholic University of Peru | Lima, Peru   *Graduation Date: Jul 2023*

Awards & Honors*: Recognized at the "International Accessibility Week 2022" for an accessibility proposal. The Peruvian Ministry of Housing, Construction, and Sanitation organized the event.*

Experience

Coordinator of the Food Access Program   Mar 2025 - Now
ACC Social Support Resource Development | Austin, TX
- Helped streamline weekly grocery distribution for 250+ households of students and staff.
- Collaborated cross-functionally to align resources for a newsletter with over 27,000 readers
- Conducted user research to uncover barriers in digital navigation, proposing future redesign efforts

UX Designer & Business Development Specialist   Jul 2024-Feb 2025
ACC Bioscience Incubator | Austin, TX
- Organized and led design thinking workshops to identify business gaps and website issues
- Redesigned the entire website, resolving 7+ UX inconsistencies for a smoother user experience
- Optimized the key user action, reducing task completion time by 60% for improved efficiency
- Produced the incubator's first annual report with 3+ KPIs and ratios to measure future impact

College Mentor   Jun 2023
Verizon Innovative Learning | Austin, TX
- Developed the "Personal Development" program activities for more than 130 7th graders
- Conducted the whole curriculum throughout a month, ensuring a safe space to share ideas
- Empathized with students and suggested career paths to explore based on each person interests

Product Designer   Aug 2023 - Present
Fogo Direto - S.A.C | Lima, Peru
- Executed innovative participatory workshops for design and prototype validation
- Conducted interviews & usability tests for constant product iterations
- Patent pending for an industrial design, which includes the execution of a 3D-designed BBQ Grill incorporating Brazilian grilling techniques

Workshop Experience Designer   Jul 2023 - Aug 2023
Colegio Catolico Santa Ursula - S.A.C | Lima, Peru
- Developed all workshop components for engagement among 140 4th-grade students
- Crafted a simulation that replicates real-world challenges through hands-on learning
- Produced clear scripts, video content, and a detailed final report integrating the guide's feedback, leading to a new unit to enhance school sustainability workshops

Customer Service Representative   Apr 2023 - Nov 2023
Teleperformance Inc. VRBO | Lima, Peru
- Influenced customer satisfaction above 95% in the US & Canada from week one
- Implemented advanced management software to boost operational efficiency
- Streamlined office procedures using advanced software, contributing to improved operational efficiency

Freelance 3D Designer   Jun 2021- Feb 2022
DP Communications - S.A.C | Lima, Peru
- Efficiently managed end-to-end design, focusing on detailed modeling for 3D printing
- Developed essential, final functional prototypes contributing to the project's success
- Cultivated support and assistance in a customer-facing role

Projects Experience

UX Designer   Aug 2022 - Sep 2022
Creando Parques | Lima, Peru
- Integrated disability rights with urban planning to develop accessible infrastructure
- Proposed a platform for real-time accessibility reporting, promoting collaboration
- Empowered maintenance staff as accessibility auditors via a custom app and training
*Project elected for the "International Accessibility Week 2022.

Founder & UX Designer   Jun 2021 - Apr 2023
Code Learning Evolution | Lima, Peru
- Pioneered a global initiative combining text-based programming education with physical activity
- Undertook ethnographic research, using 26 of 33 service design tools for analysis
- Managed MVP usability testing and organized focus group sessions with over 15 twelfth-grade computer science students

Volunteering

Volunteer Conference Technical Support Specialist   Mar 2024/25
SXSW EDU & SXSW | Austin, TX

Volunteer Support Specialist   Nov 2023