

Andrés Eduardo Hurtado

Interaction Designer | Researcher | Strategist

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Mexico City, Mexico

I'm focused on creating meaningful experiences through design strategy to empower healthy and resilient communities.

Experience

frog

Oct 2020–Present
Mexico City, Mexico

Interaction Designer

Designing the behavior of interactive products, from overarching interaction models down to detailed micro-interactions

Ford Greenfield Labs

Jul 2019–Apr 2020
Palo Alto, CA

UX Consultant | Design Strategist

Influenced and inspired senior leadership to "break out of the box" and strategize to become a competitive leader in Ford's future workplace experience

Developed and presented tech-implementation opportunities for Ford's "now, near, and far" to key stakeholders through generative research, concept testing, and rapid-prototyping initiatives

Nov 2018–Jun 2019

UX Designer

Led UX usability testing initiatives with Cisco and Ford IT partners on Ford's collaboration tools

Analyzed, synthesized, and visualized research findings into actionable insights and design flows

Presented findings to Ford and Cisco stakeholders that got implemented into future versions of WebEx Teams

IDEO CoLab

Oct 2018
San Francisco, CA

Fellow | UX Designer

Collaborated with a diverse group of designers and business strategists on a design sprint

Researched and rapid-prototyped proofs-of-concept to encourage renewable energy in deregulated markets

Fundación Tarahumara

Sept 2017–Jun 2018
Chihuahua, Mexico

Product Designer | Researcher

Designed a cross-platform that empowers educators in indigenous communities to better understand their students' needs and teach according to them

Lucid Motors

Jun–Aug 2017
Menlo Park, CA

Interaction Design Intern

Improved Lucid Air's infotainment system interaction model that helped reduce on-the-road distractions of vehicle touch controls by applying interaction design, information architecture, and workflow analysis

Education

California College of the Arts

BFA, Interaction Design, Graduated with Distinction

Class of 2018, San Francisco, CA

Acumen Academy

Designing for Environmental Sustainability and Social Impact

Feb–Apr 2020, Online Course

Volunteer

Inneract Project

Co-instructor | Committee Member

Apr 2020–Present, San Francisco, CA

Co-teaches design to students participating in Inneract Project programs online and coordinates social media messaging for more effective student engagement

Skills

Design

Interaction | UX/UI | Visual | Service

Rapid-prototyping | Wireframing

Journey Mapping | Story Boarding

Storytelling | Information Architecture

Game Design | Material Design

Research

Qualitative | Quantitative | Exploratory

Generative | Ethnographic | User

Testing | A/B Testing | Analysis &

Synthesis | Survey Design | Competitive

Analysis | Systems Thinking

Tools

Sketch | Figma | InVision | Justinmind

Principle | Adobe Suite: XD, Illustrator,

Premiere, Photoshop, After Effects

Intrapersonal

Workshop Facilitation | Detail-oriented

Communicative | Self-starter | Adaptable

Languages

English

Spanish

Portuguese

[References available upon request](#)