

# Andrés Eduardo Hurtado

Interaction Designer | Service Designer | Strategist

Interaction designer with 5+ years of experience crafting, systematizing, researching and conceptualizing digital products and experiences through Interaction and Experience design principles, for both NA and LATAM markets. Focusing on shaping meaningful experiences through Convergent design to empower resilient, equitable and healthy phygital experiences, for everyone.

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Mexico City, Mexico-based  
(U.S. citizen | remote worker)

## frog Design

Oct 2020–Aug 2023

Mexico City, Mexico

(hybrid, cross-studio)

### Experience

#### Interaction Designer | Experience Designer | Environment-centered Design & Accessibility Advocate

Led tight-knit, fast-paced IxD collaboration efforts with multidisciplinary internal and external stakeholder teams during *immersion*, *foundational* and *detailed design* phases.

Designed the behavior of products, services and experiences, including end-to-end CX blueprints/journeys, macro & micro interaction models, and UI kit development, resulting in efficient product scaling & uniformity.

Helped to introduce human-centered experiences to a wide range of NA and LATAM clients, solving intricate design challenges in the process, ensuring enhanced user adoption and increased client retention rates.

Promoted the integration of sustainability and accessibility tools and principles within design frameworks and team workflows, facilitating internal and external alignment on equitable design.

Oversaw future-casting research and the formulation of next-gen 'where to play' concepts, serving as a source of inspiration and provocation for influential tech leaders.

### 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, Web-based course

### Mentoring

#### Inneract Project

Co-instructor | Committee Member

Apr–Oct 2020, San Francisco, CA

Introduced and instructed UX design to *Inneract Project* online students while managing social media messaging to enhance student engagement.

### Skills

#### Design

Interaction | UX | UI | Service Design |  
Systems thinking | Rapid-prototyping |  
Wireframing | Journey mapping | Story  
boarding | Storytelling | Information  
architecture | Heuristic evaluation

#### Research

Qualitative | Exploratory | Generative |  
Ethnographic | User-testing | A/B testing |  
Analysis & synthesis | Competitive  
analysis

#### Tools

Figma | Sketch | Principle | InVision |  
Justinmind | ProtoPie | Adobe suite: XD,  
Illustrator, Premiere, Photoshop |  
Material Design

#### Intrapersonal

Workshop Facilitation | Detail-oriented |  
Inquisitive | Communicative | Self-starter |  
Adaptable

### Languages

English  
Spanish

References available upon request

## Ford Greenfield Labs

Jul 2019–Apr 2020

Palo Alto, CA

(hybrid)

#### UX Consultant | Design Strategist

Influenced and inspired senior leadership to 'break out of the box' and strategize through research and conceptual design to become a competitive leader in Ford's 'now, near, and far' future workplace experience.

Introduced novel technology implementation opportunities to key Ford stakeholders through generative research, concept testing, and rapid prototyping initiatives.

#### UX Designer

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

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

Socialized findings with Ford and Cisco stakeholders, that got implemented into future versions of WebEx Teams and product enhancement initiatives.

Nov 2018–Jun 2019

Palo Alto, CA

(on-site)

## IDEO CoLab

Oct 2018

San Francisco, CA

(on-site)

#### Fellow | UX Designer

Researched and rapid-prototyped proof-of-concepts to encourage renewable energy in deregulated markets while collaborating with a multidisciplinary team of designers and business strategists.

## Lucid Motors

Jun–Aug 2017

Menlo Park, CA

(on-site)

#### Interaction Designer

Improved Lucid Air's infotainment system interaction model, thereby helping reduce on-the-road distractions of vehicle touch controls by applying interaction design, information architecture, and qualitative research.