Andrés Eduardo Hurtado

Interaction Designer | Service Designer | Strategist

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

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(remote worker)

This is a condensed version of my resume for the purpose of NDA confidentiality. Please reach out for full version

Experience

Design & Strategy Global Studio

Oct 2020–Aug 2023
Mexico City, Mexico
(hybrid, cross-studio)

Interaction Designer | Environment-centered Design & Accessibility Advocate

Led tight-knit, fast-paced IXD collaboration efforts with multidisciplinary internal design teams 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, UI kit development, and enhancement of Design Systems, resulting in efficient product scaling & uniformity.

Introduced 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.

Led and promoted the integration of digital sustainability & 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, provocation and strategy for influential tech-leading stakeholders.

Mobility Industry Innovation Studio

Jul 2019–Apr 2020
Palo Alto, CA
(hybrid)

UX Consultant | Design Strategist

Guided and inspired senior executive leadership to 'break out of the box' and embrace human-centered and agile strategies by utilizing research and conceptual design, aiming to position us as a leading force in current, near, and future phygital workplace experiences.

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

Product Designer

Led UX usability testing research initiatives with partners on internal collaboration tools, acting as a liaison between both parties' interests.

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

Socialized findings with stakeholders, getting implemented into future feature versions and product enhancement initiatives.

Nov 2018–Jun 2019
Palo Alto, CA
(on-site)

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

Design & Strat. Global Studio

Behavioral Science Training
Feb 2022, Company-sponsored course

Mentoring

Inneract Project

Co-instructor | Committee Member
Apr–Oct 2020, San Francisco, CA

Provided tailored mentorship to students aged 10-17, introducing the nuances of Human-centered-design through personalized guidance, emphasizing hands-on prototyping with the goal of fostering skill development.

Skills

Design

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

Research

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

Tools

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

Intrapersonal

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

Languages

English (native/bilingual proficiency)
Spanish (native/bilingual proficiency)

References available upon request

**Design &
Strategy Studio**

Oct 2018
San Francisco, CA
(on-site)

Fellow | UX Designer

Conducted thorough exploratory and convergent research while swiftly crafting proof-of-concepts, with the goal of promoting a seamless integration of renewable energy in deregulated household markets.

Collaborated closely with a diverse team of designers and business strategists, facilitating the creation of concepts and interactive prototypes, thereby delivering compelling outcomes to stakeholders.

**Self-driving
Vehicle Startup**

Jun–Aug 2017
Menlo Park, CA
(on-site)

Interaction Designer Intern

Enhanced the vehicle's infotainment system navigation interaction-model, resulting in a notable reduction of on-road distractions caused by vehicle touch controls.

Incorporated a comprehensive strategy involving interaction design, information architecture, user-testing, and qualitative research methodologies to fortify the design process.

Fostered tight-knit collaboration within a multidisciplinary team comprised of cognitive psychologists, interaction designers, and engineers, collectively optimizing the vehicle's infotainment system usability .