



Luis Frago

Work permit: German | **Place of birth:** Mexico City, Mexico | **Nationality:** Mexican | **Phone:** (+49) 15210606689 (Mobile) | **Email:** hello@imaluis.com

WORK EXPERIENCE

 **TOOKUL MX** – MEXICO CITY, MEXICO

PRODUCT DESIGNER – 01/01/2018 – 31/03/2025

- Designed and developed responsive user interfaces with a strong focus on usability and accessibility.
- Conducted user research, wireframing, and prototyping to shape user-centered digital experiences.
- Performed usability testing and iterated designs based on user feedback and behavioral data (Figma, Maze, Sketch, Lookback, Optimizely, Axure).
- Translated Figma designs into functional code using HTML, CSS, JavaScript, and React.
- Led successful digital design initiatives for high-impact clients such as UNAM, the Carlos Slim Foundation, and other major institutions.

 **WIREFRAME** – MEXICO CITY, MEXICO

PRODUCT DESIGNER – 01/01/2015 – 31/12/2018

- Managed project lifecycles from scoping to delivery.
- Conducted user research and designed prototypes.
- Coordinated with manufacturers to ensure seamless production.
- Achieved high client satisfaction and secured repeat business.

 **CENTRO DE INVESTIGACIONES DE DISEÑO INDUSTRIAL - IIMAS** – MEXICO CITY, MEXICO

PROFESSOR ASSISTANT AND DESIGN ASSISTANT (GOLEM PROJECT) – 01/01/2013 – 31/12/2014

- Provided instruction and mentorship at 4 Arduino workshops, achieving a 95% positive student feedback rate and a 40% increase in student engagement.
- Designed, modeled, and tested over 10+ robotic components for the Golem Project, contributing to a 30% improvement in system performance

 **YAMBLET - UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO (UNAM)** – MEXICO CITY, MEXICO

PRODUCT DESIGNER – 01/03/2013 – 31/08/2013

- Led design efforts for the Podium's case hardware system, ensuring a seamless user experience.
- Conducted research, sketching, 3D modeling, and testing of ergonomic designs.
- Managed the manufacturing process through mold design and development.
- Delivered a high-quality final product that garnered significant media attention.

EDUCATION AND TRAINING

30/08/2012 – 30/05/2019 Mexico City, Mexico

BACHELOR'S DEGREE IN INDUSTRIAL DESIGN Universidad Nacional Autónoma de México (UNAM)

Website <https://www.unam.mx/> | **Level in EQF** EQF level 6

24/03/2025 – CURRENT Kamp-Lintfort, Germany

MASTER'S DEGREE IN DESIGN AND INTERACTION Hochschule Rhein-Waal

Website <https://www.hochschule-rhein-waal.de/de> | **Level in EQF** EQF level 7

LANGUAGE SKILLS

Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
GERMAN	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

● SKILLS

Figma | Sketch | HTML | CSS | Javascript | React | Adobe Master Suite Collection | Miro | Design Thinking | Prototyping | User Centered Design | User Experience | User Research | User Interface | Usability Testing | Wireframing | User Journey Map | Problem Solving | AB Testing | Product Design