Luis **Fragoso**

Product & UX designer

About me

Industrial designer currently pursuing a Master's degree in Design and Interaction at Rhine-Waal University of Applied Sciences in Germany. I have experience in product design, UX design, and front-end development, adept at planning and creating complete products, user-centered interfaces, and leading projects from concept to launch.

personal

Luis Fragoso
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Areas of specialization

Industrial design · Interaction design · UX design · Development

Interests

Product design, user research, user experience, web development

Short Resumé

2018–2025

Product Designer
Tookul Mx · Mexico City, Mexico 📍

- Planning, design and development of responsive web applications for e-commerce and education.
- User research, wireframing, and prototyping to shape user-centered digital experiences for high-impact clients.
- Performed usability testing and iterated on designs based on user feedback and behavioral data using Figma, Maze, Sketch, and Optimizely.
- Translated Figma designs into functional front-end code using HTML, CSS, JavaScript, and React.
- Led successful digital design initiatives for major institutions including UNAM and the Carlos Slim Foundation.

2015–2018

Industrial Designer
Wireframe · Mexico City, Mexico 📍
Managed end-to-end project lifecycles from initial scoping and user research to final delivery and production. Designed and delivered functional prototypes, coordinating with manufacturers to ensure seamless production runs.

Education

2019
Industrial Design
Bachelor's · Universidad Nacional Autónoma de México, Mexico 🏛️

2025
Design & Interaction
Master's · Hochschule Rhein-Waal, Germany 🏛️

Certificates

2021 UX & Mobile Design, **Zero to Mastery**

2023 UX Design, **Coursera**

2024 Cybersecurity, **Coursera**

Languages

Spanish	C2	Native
English	C1	● ● ● ● ○
German	A2	● ● ○ ○ ○
Italian	A2	● ● ● ○ ○

Skills

HTML, CSS	▬▬▬▬▬▬
Figma	▬▬▬▬▬▬▬▬
Javascript	▬▬▬▬▬▬▬
React	▬▬▬▬
Sketch	▬▬▬▬▬

Publications

2025 *From complex commands to intelligent assistants: An AI-driven intervention in the interaction design of cybersecurity tools*, ResearchGate

Volunteering

June. 2024 Workshop: Interaction design for video mapping and playful interfaces, at: *Centro de Investigaciones de Diseño Industrial* in Mexico.

🐦 @soyluisdev
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