Manuel Hortelano Rodríguez

Contact

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- in LinkedIn
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- 📍 Cieza, Murcia - Open to relocation

Skills

- **HMI Design:** Human Factors, Prototyping, Design Systems, User Flows
- **UX Design**: User-Centered Design (UCD), User Research, Usability Testing
- **Tools & Tech:** Figma, Unity (VR), TeamCenter (PLM), Blender (3D)
- **Soft Skills**: Communication, Teamwork, Agile (Scrum)

Languages

- Spanish - Native
- English - Advanced (C1)

Awards & Recognitions

- **Master's Degree**: Graduated with honours.
- **Bachelor's Degree**: Award for Academic Excellence (Valencian Government) and Best Academic Record (overall, 1st, and 2nd year)
- **Entrepreneurship**: Winner of the STARTUPV 2K19 competition (Advanced Idea Category).

Professional Profile

Interaction Designer with more than **two years of experience**, with a solid postgraduate education in Human-Computer Interaction and Design (HCID). Specialized in **User-Centered Design (UCD)** and **Human Factors Engineering** to optimize usability in complex industrial environments **(HMI)**.

Professional Experience

Interaction Designer

Sisteplant │ M.Sc. Thesis Project │ Madrid, Spain - Hybrid │ March 2025 - August 2025

Six-month industry-based research internship where I developed my **30 ECTS Master's Thesis** "Design Systems for Task-Oriented UI in Mobile CMMS Applications".

- Executed the end-to-end **UCD redesign** of the CMMS platform to **optimize workflows** and field operations.
- Designed and iterated high-fidelity **prototypes** in Figma, adapting the Carbon Native Mobile **design system**.
- Conducted user research and usability testing, achieving a 72 SUS Score (**75th percentile**) and **100% completion rate** on critical tasks.

HMI / Interaction Designer

Ford Motor Company & TSE │ Full time │ Valencia, Spain - On-site │ July 2022 - June 2023

Promoted to full-time in the Launch **Virtual Reality (VR)** team, focused on the design and improvement of the HMI of VR applications to train industrial operators on the vehicle assembly line.

- Managed the **HMI design process**, from initial concept and prototyping to delivery, utilizing **Teamcenter** to extract engineering data and assets for **Unity VR** integration.
- Applied **Human Factors** and UX concepts to existing user research to improve the platform's immersive features.
- Validated immersive features with **~100 factory operators**, resulting in **94% positive feedback**.

HMI / Interaction Designer

Ford Motor Company │ Internship │ Valencia, Spain - On-site │ November 2021 - June 2022
University internship programme leading to a full-time job offer.

Education

Master in Human-Computer Interaction and Design (HCID) │ Aalto University and Universidad Politécnica de Madrid │ In English │ EIT Digital Programme │ 2023 - 2025

Double degree with a minor in Innovation and Entrepreneurship.

Bachelor's Degree in Industrial Design Engineering and Product Development │ Universidad Politécnica de Valencia │ 2018 - 2022