# LARS ANDERSSON

## User Experience & Product Designer

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I'm Lars Andersson, a Senior UX/UI and Product Designer with 15+ years of experience creating user-centered digital solutions that blend functionality with creativity. I bring a strategic, end-to-end approach to design — from research and ideation to prototyping and execution — with a focus on usability, clarity, and visual impact.

I'm passionate about merging design with emerging technologies, especially AI, to create smarter, more adaptive user experiences. By combining traditional design systems with cutting-edge tools, I lead with agility and a commitment to continuous learning in an ever-evolving digital landscape.

Whether leading design or cross-functional teams, mentoring talent, or rolling up my sleeves in Figma, my focus remains the same: to create seamless, intuitive, elegant and empowering experiences that not only meet business objectives but resonate deeply with users.

## Education

**User Experience Research and Design Specialization**

2021 - 2021   University of Michigan

**UI / UX Design Specialization**

2020 - 2020   California Institute of the Arts

**Graphic Communication Specialization**

20008 - 2009   Universidad Emilio Cárdenas, S.C.

**Graphic Design Bachelors**

20005 - 2008   Universidad Emilio Cárdenas, S.C.

## Experience

### Autozone

#### Senior UX UI Designer

Jun 2024 - Present

User Experience & User Interface Design for the AutoZone ecosystem, creating seamless and intuitive experiences that empower our users and elevate efficiency and satisfaction in-store. Our goal is to deliver interfaces that are not only visually appealing but also highly functional and purpose-driven. It's about ensuring a cohesive and enjoyable journey for our users throughout their interactions with our platform.

### Self-epmployed

#### UX UI Designer - Web Designer

Jun 2008 - Present

My services cover the full spectrum of digital design and development, including User Experience (UX) and User Interface (UI) design, Web Design, and Web Development. Starting from conceptualization to strategy and development, targeting specific audiences with user personas and journey mapping. Prioritizing understanding both user and client needs to create a comprehensive outline of scope that includes sitemaps, wireframing, defining visual style through mockups and prototypes, design systems, as well as HTML - CSS development.

### Seagage Online Training Solutions

#### User Experience Designer - Product Designer

Feb 2021 - Apr 2024

User Experience Design, User Interface Design, and Product Design for a variety of E-Learning and Revenue Growth platforms. Dedicated to create products that offer users meaningful and relevant experiences by carefully designing every step of the process from UX/UI planning and wireframing to visual style development, prototyping, design systems and product integration. This approach encompasses all aspects of branding, design aesthetics, usability, and functionality to ensure our clients' success in the digital landscape.

### Virtuozzo

#### Technical Account Manager LATAM

May 2018 - Mar 2020

I took a user-centric approach to quickly identify client needs, strengthen relationships, unlock revenue opportunities, and develop tailored strategies for sustainable growth in the LATAM market.

### Irreverent Marketing

#### Creative Director

Oct 2015 - Apr 2018

Led account, team, and project management while crafting tailored marketing strategies. Specialized in UX/UI, product design, ATL/BTL, digital marketing, branding, and positioning to drive business success.

### CMD Creativo

#### Creative Director

Jun 2013 - Sep 2015

Shaped creative vision and provided strategic guidance to design and marketing teams, ensuring each project's success through close collaboration and a visionary approach.

#### UI UX Web Designer / Senior Graphic Designer

Sep 2010 - May 2013

Created high-impact, user-focused designs across media platforms, delivering intuitive, visually engaging experiences that drive results.

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## Skills

User-centered design methodologies

UX research (interviews, usability testing, surveys, ethnographic studies)

Visual design & UI systems (color, typography, layout, hierarchy)

Information architecture

Wireframing & prototyping

Micro-interaction and motion design

Responsive & adaptive design

Usability heuristics and evaluation techniques

Mentoring and managing design teams

Design ops and workflow optimization

Aligning design with business objectives and KPIs

Driving innovation through experimentation and prototyping

Prompt engineering and generative design concepts

Designing AI-driven experiences (chatbots, predictive UX, adaptive interfaces)

Design-to-code fluency

## Tools & Platforms

Figma

Adobe Creative Suite

HTML/CSS

AI tools: Midjourney, ChatGPT, Figma AI, Copilot, etc.

## Certifications

**Gen-AI Skills for Creative Content: Opportunities, Issues, and Ethics**
2025  Linkedin Learning

**Using AI Tools for UX Design**
2025  Linkedin Learning

**Career Essentials in Generative AI by Microsoft and LinkedIn**
2024  Microsoft

**Generative AI: Working with Large Language Models**
2024  Linkedin Learning

**Generative AI for Business Leaders**
2024  Linkedin Learning

**Introduction to Conversational AI**
2024  Linkedin Learning

**Introduction to Prompt Engineering for Generative AI**
2024  Linkedin Learning

**Gamification: Motivation Psycology & The Art of Engagement**
2023  Udemy

**Responsive Web Design**
2021  freeCodeCamp

**Understanding User Needs**
2021  University of Michigan

**UX Design: From Concept to Prototype**
2021  University of Michigan

**UX Research at Scale: Surveys, Analytics, Online Testing**
2021  University of Michigan

**Evaluating Designs with Users**
2021  University of Michigan

**Introduction to User Experience Principles and Processes**
2021  University of Michigan

**EF SET English Certificate (C2 Proficient)**
2021  EF English Test (EF SET)

**Enterprise Design Thinking Practitioner**
2020  IBM

**UX Design Fundamentals**
2020  California Institute of the Arts

**Visual Elements of User Interface Design**
2020  California Institute of the Arts

**Web Design: Strategy and Information Architecture**
2020  California Institute of the Arts

**Web Design: Wireframes to Prototypes**
2020  California Institute of the Arts