

LARS ANDERSSON

Lead UX & Product Designer

AI-Driven UX | Product Strategy | Design Systems | Turning Complex Ideas into Simple, Intuitive Products

+52 (1) 55 1008 4407 | lars.anderssonr@gmail.com | lars-andersson.com | linkedin.com/in/lars-anderssonr

Lead UX & Product Designer with 15+ years of experience turning complex business and user problems into strategic, scalable digital products. I bring an end to end approach spanning product strategy, UX research, experience and interaction design, design systems, prototyping, and execution **bridging customer needs, business objectives, and technical constraints from discovery through delivery**.

My experience spans enterprise and consumer products, operational systems, B2B growth platforms, and AI enabled experiences, including digital solutions supporting AutoZone’s 7,800+ store network. I combine strategic thinking, strong visual design, front end knowledge, and an AI forward mindset to **simplify complexity, accelerate innovation, and create intuitive experiences** that deliver real user and business value.

Experience

AutoZone **Senior UX UI Designer** Jun 2024 - Present

- Lead UX/UI design for AutoZone's in store digital ecosystem, shaping experiences deployed across the company's retail footprint of **7,800+ stores and reaching ~130,000 employees** in the United States, Mexico and Brazil.
- Partner cross functionally with product, engineering, and store operations to **streamline workflows** and deliver interfaces that are visually appealing, highly functional, and purpose driven for the store staff.
- Design across a **broader operational ecosystem**, including store systems, warehouse management, and applications used by field and mobile teams, ensuring connected experiences across different operational environments.
- Establish cohesive visual guidelines and **scalable interface patterns** to ensure **seamless interactions** and brand consistency at enterprise scale.
- Own the end to end design process** across the product lifecycle, from discovery, research, and problem definition through information architecture, interaction design, prototyping and design system contributions to create a cohesive, efficient store experience.

Seagage Online Training Solutions **User Experience Designer - Product Designer** Feb 2021 - Apr 2024

- Spearheaded **end to end product design** across multiple B2B SaaS E-Learning platforms engineered for Private Equity portfolio acquisitions to accelerate revenue growth and maximize valuation.
- Architected **smart workflows** to guide users through complex strategy execution of AI guided playbooks, sales engines, and marketing resource hubs.
- Governed the **multi platform design system and product architecture** from discovery to execution, driving consistency, faster dev handoffs, and scalable UI deployment.
- Synthesized **research and user data into actionable product roadmaps**, balancing usability, business objectives, and monetization strategy.

Virtuozzo **Technical Account Manager LATAM** May 2018 - Mar 2020

- Leveraged user centered data strategy to **resolve complex enterprise experience challenges** and unlock expansion revenue across LATAM.
- Acted as a strategic bridge between technical engineering teams and C suite stakeholders, managing cross functional account growth initiatives.

Irreverent Marketing **Creative Director** Oct 2015 - Apr 2018

- Led cross functional design and product teams in **executing strategic UX**, and digital positioning solutions aligned with client growth metrics.
- Directed **complete product design life cycles** from concept to launch, overseeing budget, account strategy, and team management.

CMD Creativo **Creative Director (2y) / UI UX Web Designer - Senior Graphic Designer (3y)** Sep 2010 - Sep 2015

- Directed creative strategy and **digital product execution**, aligning multi-disciplinary teams with stakeholder business goals.
- Designed multi platform digital experiences, design systems, usability standards, and visual consistency to drive platform engagement.

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 2008 - 2009 **Universidad Emilio Cárdenas, S.C.**

Graphic Design Bachelors 2005 - 2008 **Universidad Emilio Cárdenas, S.C.**

Product & UX Strategy

End to End Product Design | UX Leadership & Management | Product Strategy & Roadmapping | Value Creation Strategy | Customer Journey Mapping | Discovery & User Research | Design Thinking | Information Architecture

Design Tools & Systems

Design Systems Governance | Interaction Design | Usability Testing & Analytics | Wireframing & Advanced Prototyping | Cross Functional Leadership | Stakeholder Alignment | Agile Development | Figma | HTML/CSS

AI & Innovation

Human-AI Interaction Design | AI-Powered Workflow Optimization | Prompt Engineering | Rapid AI Prototyping | Generative Ideation | Emerging Technologies Integration