

# Tomás Lanzarini

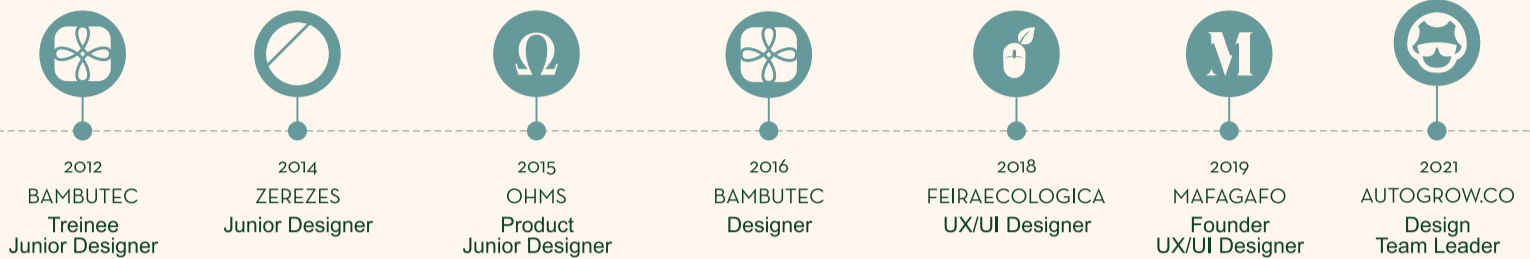
I help companies, brands, and entrepreneurs develop digital products and achieve their goals.  
Keen interest in design methodology and problem-solving, validation solutions with a user-centric approach.

 open for remote work

Say Hi!

Website

## Timeline



## Relevant Experience

### Designer Team Leader

- ↳ Autogrow.co - since feb. 2021
  - ↳ Re-designing existing Uis focusing on a better conversion.
  - ↳ Establishing the design systems for user research and UX tools
  - ↳ Helping to scale the design team from 8 to 13 members

### Founder / Art Director / ux-ui designer

- ↳ Agenciamafagafo - since mar. 2019
  - ↳ Responsible for all UI design decisions to create visually stimulating and delightful designs such as brand websites for monetization.
  - ↳ Responsible for website company, presentations for investors, user manuals, and marketing campaigns.

### Designer

- ↳ Bambutec Design, jan. 2016 – jan. 2021
  - ↳ Responsible for ideation and creation of graphics and professional communication assets such as product packaging, online campaigns, graphic images and infographics.

## Education

### Pontifical Catholic University

- ↳ Product Designer - sep. 2016
  - Department of Design
  - ↳ Monitor in Product Design discipline, mar. 2013
    - Focus on Context and Concept

### SENAI Polytechnic

- ↳ Graphic Design Technician - feb. 2008

## Services

- ↳ Art direction
- ↳ Experience and interface design (ux-ui)
- ↳ Mobile apps and websites
- ↳ Product design
- ↳ Design systems and research
- ↳ Branding and identities

## Software skills



## Core competencies

### UX Design

- ↳ Prototyping
- ↳ User flows
- ↳ Mockups
- ↳ User research
- ↳ Usability testing
- ↳ Heuristic reviews
- ↳ HTML / CSS
- ↳ Artificial Intelligence
- ↳ Trends and new tools

### Workplace skills

- ↳ Collaboration
- ↳ Communication
- ↳ Presentation
- ↳ Business acumen
- ↳ Strategy
- ↳ Empathy
- ↳ Good listener
- ↳ Psychology
- ↳ Emotional intelligence

### UI Design

- ↳ Visual design
- ↳ Ideation
- ↳ Moodboards
- ↳ Branding
- ↳ Wireframing
- ↳ Visual Style Guide
- ↳ Color theory
- ↳ Typography
- ↳ Designing for print

### Workplace skills

- ↳ Creativity
- ↳ Attention to detail
- ↳ Humility
- ↳ Flexibility.
- ↳ Problem solving
- ↳ Curiosity
- ↳ Prioritization
- ↳ Time management

Instrumental Music — Artificial Intelligence — Architecture — SCI FI Movies — Ethnic foods — Gardening — Futurism — Psicologia — Mind Maps

Brazil  
Rio de Janeiro  
[tomllanzarini@gmail.com](mailto:tomllanzarini@gmail.com)

Portfolio