Tomás Lanzarini
Web Designer

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

2014	2015	2016	2018	2019	2021	2023
ZEREZES	OHMS	BAMBUTEC	FEIRAECOLOGICA	MAFAGAFO	AUTOGROW.CO	EliteCeos
Junior Designer	Product Junior Designer	Designer	Web Designer	Founder UX/UI Designer	Web Design Team Leader	Web Designer Senior

Relevant Experience

Web Designer Senior
↳ Elite Ceos, since fev. 2023

- ↳ **Designed and optimized WordPress and GoHighLevel websites** for internal use and client projects, ensuring visually appealing, user-friendly layouts tailored to business needs.
- ↳ **Implemented UX enhancements** by analyzing user behavior and applying best practices to improve navigation, usability, and customer conversion rates.
- ↳ **Improved page speed and performance** through efficient coding, image optimization, and caching techniques, boosting SEO rankings and user satisfaction.
- ↳ **Developed custom code solutions** to extend platform functionality, including JavaScript integrations, conditional logic, and responsive designs for cross-device compatibility.

Web Designer Team Leader and member of Growth Hacking Team
↳ Autogrow.co - feb. 2021 - Jan 2023

- ↳ **Conduce Design Sprints** to establish timelines and consensus from all parts around product flow, definition of technology limitations, and goals for web development.
- ↳ **Web Design Websites and UI interfaces** with a focus on conversion rate using FIGMA for tons of clients.
- ↳ **Web development of websites** for clients with a focus on the best principles of responsiveness, SEO, and Pagespeed using tools such as WordPress, HubSpot, Leadpages, Shopify, WebFlow, and many others.
- ↳ **Made quality control** and ensuring Websites follow the Nielsen's Usability Heuristics principles for a better User Interface Design.
- ↳ **Creation sketches, wireframes, and mockups** to communicate user flows and interactions to engineers.
- ↳ **Designed and validated Workflow** to improve the project's ETA and delivery quality. Improved ETA by 15% and reduced the number of late tasks to zero.
- ↳ **Helping to scale the design team** from 8 to 12 members.
- ↳ **Created and implemented** 3 Certification Programs to Improve the Design Team Skills and keep our capacities on track with new platforms, tools, and technologies. 12 designers trained on 5 new tools.
- ↳ **Redesigned the company branding** assets and existing UIs, focusing on a better conversion rate.

Founder / Art Director / UX-UI designer
↳ Agenciamafagafo - since mar. 2019

- ↳ **Understood customers' demands** and their wants, to better provide them with innovative solutions and a remarkable experience by Design Think Process. Creation of efficient and coherent digital products from research to implementation.
- ↳ **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.

Graphic 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.

Software
skills

		Tools
100%	FIGMA	↳ Visual Eyes
100%	Corel Draw	↳ Hotjar
100%	Adobe Illustrator	↳ Elementor
100%	Wordpress	↳ Divi Builder
100%	Adobe Photoshop	↳ Oxygen
70%	Adobe After Effects	↳ Visual Composer
65%	3Ds Max	↳ BeaverBuilder

↳ Themify Builder
↳ WooCommerce
↳ LearnDash
↳ Dokan
↳ WP Forms
↳ Monsterinsights
↳ OptinMonster
↳ Jetpack
↳ Yoast
↳ Google Sitekit
↳ Smush

Education

Bachelor of Product Design - sep. 2016
↳ Pontifical Catholic University

- Monitor in Product Design discipline, mar. 2013 Focus on Context and Concept
  Relevant Coursework: human-centered interaction design, data visualization and design, frameworks of visual design

Graphic Design Technician - feb. 2008
↳ SENAI Polytechnic

- **Relevant Coursework:** Graphic design, UI, Adobe Illustrator, Adobe Photoshop, Sketch

Services

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

Core
competencies

UX Design	UI Design
↳ Prototyping	↳ Visual design
↳ User flows	↳ Ideation
↳ Mockups	↳ Moodboards
↳ User research	↳ Branding
↳ Usability testing	↳ Wireframing
↳ Heuristic reviews	↳ Visual Style Guide
↳ HTML / CSS	↳ Color theory
↳ Artificial Intelligence	↳ Typography
↳ Trends and new tools	↳ Designing for print

Workplace skills	Workplace skills
↳ Collaboration	↳ Creativity
↳ Communication	↳ Attention to detail
↳ Presentation	↳ Humility
↳ Business acumen	↳ Flexibility.
↳ Strategy	↳ Problem solving
↳ Empathy	↳ Curiosity
↳ Good listener	↳ Prioritization
↳ Psychology	↳ Time management
↳ Emotional intelligence	
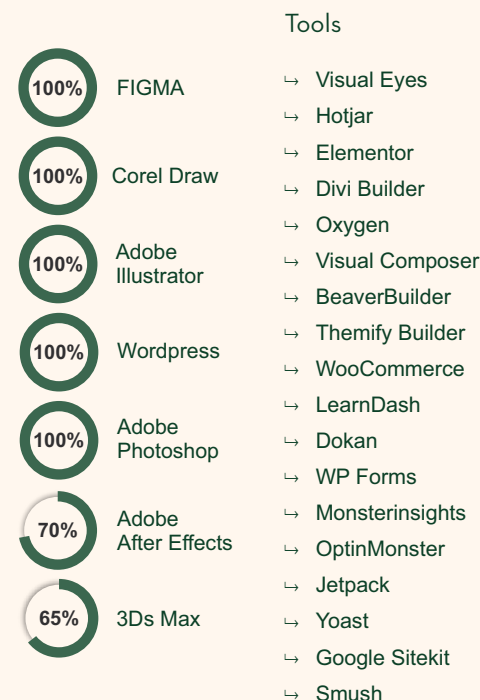
Instrumental Music — Artificial Intelligence — Architecture — SCI FI Movies — Ethnic foods — Gardening — Futurism — Psicology — Mind Maps

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Portfolio