

LARS ANDERSSON

User Experience & Product Designer

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I'm Lars Andersson, a Lead [UX 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

2008 - 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-employed

UX UI Designer - Web Designer

Jun 2008 - Present

Delivered end to end digital product experiences, including UX/UI design, web design, and front end development. Led processes from strategy and user research to journey mapping, information architecture, wireframing, prototyping, design systems, and HTML/CSS implementation, aligning user needs with business objectives to create scalable and effective digital solutions.

Seagage Online Training Solutions

User Experience Designer - Product Designer

Feb 2021 - Apr 2024

Led User Experience, User Interface, and Product Design initiatives for diverse E-Learning and revenue growth platforms, creating scalable and user centered digital experiences aligned with business objectives. Responsible for driving the end to end design process, from UX strategy, research synthesis, information architecture, and wireframing to visual design, prototyping, design systems, and product implementation. Focused on delivering intuitive, data informed solutions that balanced usability, functionality, branding, and business impact while fostering consistent and efficient product experiences across platforms.

Virtuozzo

Technical Account Manager LATAM

May 2018 - Mar 2020

Applied a user-centered and business driven approach to solve complex experience challenges, strengthen client relationships, and identify growth opportunities across the LATAM market through data-informed strategy and cross-functional collaboration.

Irreverent Marketing

Creative Director

Oct 2015 - Apr 2018

Led account, team, and project management initiatives, developing strategic UX, product design, branding, and marketing solutions aligned with business objectives and user needs. Specialized in cross-functional collaboration, experience strategy, digital products, and positioning initiatives that drove brand growth, operational alignment, and measurable business impact.

CMD Creativo

Creative Director

Jun 2013 - Sep 2015

Directed creative initiatives by translating business objectives into strategic design solutions. Worked closely with cross functional teams to drive collaboration, align stakeholders, and deliver meaningful user experiences with measurable impact.

UI UX Web Designer / Senior Graphic Designer

Sep 2010 - May 2013

Created high impact, user centered design solutions across multiple digital platforms, focusing on intuitive experiences, usability, and visual consistency to drive engagement, business value, and measurable 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, Gemini, Claude, Lovable, etc.

Certifications

Generative AI Leader

2026 [Google Skills](#)

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 Psychology & 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](#)