

Agustina Lanzaque

Product Designer

About

Product Designer and Product Owner with 7+ years of experience shaping digital tools that scale. I bridge user research, front-end execution, and product planning to deliver structure and clarity to complex challenges.

Helped grow Wevolver to over 3M users, contributing to its acquisition by Siemens in 2025. I work hands-on from idea to release, balancing usability, performance, and measurable outcomes.

 agustinalanzaque.com

 in/agustina-lanzaque

 agustina.lanzaque@gmail.com

Wevolver Product Designer & Product Owner

Amsterdam, NL

2022 - Present

- Drove Wevolver's platform growth from **600K → 3M+ users** → **contributed to acquisition by Siemens (2025)**.
- Acted as **sole UX/UI designer**, managing the full lifecycle, from research & prototyping to QA & dev handoff & Front-end Development.
- Boosted **organic traffic by 679%** and increased **avg. session time by 20%**, through SEO-driven UX and componentized UI design.
- Launched **follow digest emails**, scaling to **78K/month** with **326% more user clicks**, with sustained **24.5% open rate**.
- Owned the **product roadmap**, led sprints, and implemented **Agile/Scrum practices**, improving delivery speed and planning clarity.
- Built an internal **AI tool** to auto-generate technical content, reducing manual load and improving production time.

Technisys Front End Developer

Buenos Aires, AR

2018 - 2022

- Joined the core product team as one of the **first 20 hires**, working on the front end of a digital banking app that became the **#1 most downloaded app on the Canadian App Store**.
- Developed responsive UI components using **React.js, Redux, and Styled Components**, ensuring high performance and intuitive UX across mobile and web.
- Collaborated closely with cross-functional teams across LATAM and North America in an **Agile/Scrum environment**.
- Supported frontend testing and performance tuning using **Jest, Enzyme**, and dev tools best practices.

Other Experiences

2015 - 2018

- Held roles at Amedia, FCB&FiRE, and Divan Studio, designing and developing websites, branding, and interfaces for global and regional clients using HTML, CSS/Sass, JavaScript, jQuery, and Bootstrap.

Education

Degree in Graphic Design

Universidad de Buenos Aires

2011 - 2017



Toolbox

Design & UX:

- Design Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator)
- User Research & Personas: Conducted user interviews, developed personas for product design
- UX Research: User Tracking, A/B Testing, Hotjar, Mixpanel, Google Analytics, UserInterviews

Front-End Development:

- Languages/Technologies: HTML, CSS/Sass, JavaScript (ES6+), TypeScript
- Frameworks/Libraries: React.js, Redux, Next.js, Axios, Styled Components, GraphQL
- Version Control: Git, GitHub, Bitbucket
- Testing: Jest, Enzyme

Product Management:

- Roadmap Planning, Sprint Planning, Backlog Grooming, Feature Prioritization
- Stakeholder Communication and Product Strategy
- Agile/Scrum Methodologies: Implemented and managed development processes
- Tools: Notion, Clickup

Languages

English

Full Professional proficiency

Spanish

Native proficiency

Dutch (Learning)

Elementary proficiency (A2)