

# Agustina Lanzaque

Senior Product Manager

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**SUMMARY** I moved into product from design and engineering. I've shipped code, designed interfaces, and now own the strategy behind both. At Wevolver I was the sole PM on a platform that grew from 600K to 3M annual users, and drove a 5× increase in subscribers through a structured retention programme. Advising early-stage AI founders on product strategy and UX alongside my full-time role.

**EXPERIENCE** **Technical Product Manager** · Wevolver / Supplyframe (Siemens)  
Amsterdam, NL · 2022 to Present

- Joined a 15-person company as the only front-end developer and UX/UI designer, then grew into the sole PM role. Built the product function from scratch: replaced Universal Analytics with Mixpanel, added heatmaps, introduced Scrum, and ran a dev team of 3 engineers.
- Ran a retention initiative that grew subscribers 5×: identified drop-off patterns in the data, worked through hypotheses, ran A/B tests, and closed every cycle with a postmortem. Cohort return rate was the north star.
- Part of a cross-functional growth effort that took the platform from 600K to 3M annual users, contributed through technical SEO implementation, user research, and consistently pushing back on initiatives that didn't hold up against the data.
- Diagnosed why an AI content tool failed post-launch: the problem wasn't execution, it was built for a customer segment the business had stopped prioritising. Called it clearly, defined the path forward.

**Front-End Developer** · Technisys (B2B Fintech)

Buenos Aires, AR · 2018-2022

Built and refined responsive UI components in React for complex financial workflows serving a major North American bank. Worked in an Agile/Scrum environment.

**Designer (Web, Print)** · FCB Global, Amedia, Design Studios.

Buenos Aires, AR · 2015 to 2018

Designed digital and print products, websites, and interfaces for agencies and international clients.

**SKILLS** **Product:** Roadmap ownership, initiative prioritisation, hypothesis-driven discovery, experiment design, A/B testing, postmortem analysis, stakeholder management, cross-functional delivery, OKR alignment.

**UX & Design:** User research, usability testing, interaction design, information architecture, end-to-end design, onboarding & activation flows, responsive & mobile design, Figma.

**Technical:** React, HTML/CSS, Mixpanel, Google Analytics 4, Google Tag Manager, Ahrefs, Jira.

**EDUCATION** Bachelor Degree in Graphic Design · Universidad de Buenos Aires · 2011 to 2017

**LANGUAGES** English (Full professional), Spanish (Native), Dutch (Elementary A2, learning)

**INTERESTS** Swimming, running, climbing, good coffee :).