

Diego Lanzara Alcázar

Senior Product & Experience Designer

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Professional summary

Senior Product Designer with 12+ years in design and 9+ shaping end-to-end customer journeys across e-commerce, fintech, and loyalty, on web and native apps. Much of my work has been for people who didn't trust a product yet: at Interbank, I led design of PLIN, Peru's first multibank P2P payment feature (now 11M+ users across participating banks), and took the Visa Premia loyalty program fully digital, doubling coupon redemption. At Heineken, I improved eazle's journeys across 6 countries through research, analytics, and A/B tests. I see design as a team sport. I like to question the why before the how, find the friction underneath, and bring others along as we keep improving a journey once it's live.

Core skills

UX Research • Workshop Facilitation & Cross-functional Collaboration • End-to-End Journey Design • Problem Framing • Qualitative & Quantitative Data Analysis • Insight Generation • Information Architecture • User Flows, Wireframes & Prototypes • Error & Unhappy Paths, UX Writing • A/B Testing • Native App (iOS & Android) & Web • Design QA • Agile/Scrum • Coaching & Knowledge Sharing

Experience

Senior Product Designer — HEINEKEN International, Amsterdam, NL

Mar 2025 – Oct 2026

eazle — Heineken's global enterprise e-commerce platform (web app, adapted for iOS and Android), live in 6 countries

- Introduced User Behavior Watchparties, where developers, designers, POs, and BAs watched real user sessions together. Six initiatives went from our observations into eazle's product backlog, and the dev team got full Hotjar access and a seat in quarterly UX insight sessions.
- Noticed in behavioral data that returning customers kept digging through a hidden menu to reach their order history and reorder; reworked the navigation and A/B tested a bottom navigation bar: +27.9% Orders page visits, 64.3% adoption, and 22.1% less hamburger-menu use.
- Led the onboarding and findability journeys, including unhappy paths, measured on onboarding completion; rolled out across 6 countries within one design system, with design QA alongside QA engineers.
- Designed the AI Fridge Scanner journey end to end. Fridges often sat in narrow halls where one photo couldn't capture everything, so I split the scan into two photos. Testing in context with shop owners in Brazil, run from my interview guide, showed that feedback after each photo was key to them trusting their score. Concept to delivery in 2.5 months; live in Brazil and Mexico since June 2026.

UX Specialist — HEINEKEN International, Amsterdam, NL

Oct 2022 – Mar 2025

Digital & Technology department: UX design and research across Heineken's websites, apps, and chatbots

- First internal Enterprise UX Designer and Researcher in a multicultural product team (remote and offshore). Ran interviews and usability tests, and designed features for Toolchain, a self-service platform where internal teams manage licenses and tooling.
- Created and documented a User-Centered Design blueprint for two low-code teams (30+ developers, QA, BA); designed and facilitated a dozen+ UX workshops and trainings, including an upskilling session on user-centred design mindset and problem framing, and a hands-on research workshop in Warsaw.

UX Lead — Farmauna, Lima, Peru

May 2021 – Dec 2021

Digital pharmacy (e-commerce) startup, part of the Auna healthcare group

- Redefined the platform's value proposition through surveys with end users and interviews with Tech and Business stakeholders, and prioritized a 1-year product roadmap by viability and feasibility.
- Led and supervised the 3-person design team, and secured budget to upskill them into dedicated UX, UI, and Research specialties.

UX Lead, Digital Payments — Interbank, Lima, Peru

Feb 2020 – Mar 2021

Peru's top digital-first bank, part of the Intercorp group; native iOS and Android banking app

- Led design of PLIN, Peru's first multibank P2P payment feature, launched in January 2020 and now used by 11M+ people through their own banks' apps.
- Designed the checkout journeys for Interbank's Payment Gateway (e-commerce, QR, and on-site payments), used across all of Intercorp's sites nationwide; led the experience workstream within a Scrum team and ran design QA with QA engineers through to launch.
- Embedded user research into the team's process to surface and fix user pain points.

UX Designer — Interbank, Lima, Peru

Apr 2017 – Feb 2020

- Redesigned the Visa Premia loyalty program journey from physical to 100% digital, for customers wary of digital banking; within 6 months, coupon redemption doubled, 10% more cardholders became primary app users, and spend per client rose €50 a month.
- Co-created and co-taught a 3-day, hands-on UX course for Intercorp employees, taking them from finding the right problem to solve and turning research into insights, through to ideation, prototyping, and testing a solution.
- First UX designer hired into Interbank's Digital Delivery VP, and part of the team as it grew into a 14-person UX division.

Earlier Career — Raydr & Fábrica de Ideas, Lima, Peru

Sep 2014 – Apr 2017

- Graphic Design Lead at Raydr, a digital marketing consultancy, building its first 3-person design team and leading branding and social media for clients including international footwear brand Melissa; editorial and exhibition design at Fábrica de Ideas, including COP 20 (100k+ visitors).

AI & design-to-code

- Shipped my portfolio website (diegolanzara.com) with Claude Code, designing in Figma and making every design call myself; explored the same workflow on Loopd, a personal passion project. Currently using Claude Design to move quickly from idea to testable prototype.

Education

MA Digital Management — Hyper Island, Manchester, UK — 2022
BA in Graphic Design — Pontificia Universidad Católica del Perú — 2016

Certifications

AI for Product Designers (Maven, 2026) • Claude Code for Customer Insights (Maven, 2026) • Strategy and Influence for Product Designers (Maven, 2025) • Advanced Figma Training Program (Maven, 2024) • Workshop Facilitation (LinkedIn Learning, 2023) • Customer Journey & Storytelling (Intercorp, 2019)

Tools & languages

Tools: Figma, Miro, Hotjar, Adobe Illustrator, Adobe Photoshop, Claude Code, Claude Design
Languages: English (fluent), Spanish (native)