Diana Lafazan

UX/UI & Web Designer

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PROFILE

UX/UI and web designer who takes a site from research to live. I map who arrives and what they came to do, design the structure and interface in Figma, then build and maintain it in Framer myself. Four production sites shipped since 2024, on top of 13 years of brand, campaign and broadcast design in the U.S. and Latin America.

SKILLS

Research	Audience mapping, user flows, usability testing (Maze, UX Pilot), stakeholder workshops
UX & IA	Information architecture, navigation, wireframes, prototyping in Figma
UI & systems	Responsive interface design, components, design systems, accessibility (WCAG)
Build	Framer: production sites, CMS page systems, ongoing maintenance
AI in my workflow	AI-assisted design workflows: Claude and Claude Code agents for research, UX writing and coded prototypes; Figma AI and Uizard for concepts; Midjourney and ComfyUI for imagery
Visual	Brand identity, art direction, motion (Illustrator, Photoshop, After Effects)

EXPERIENCE

Grupo BOGA, Paraguay (remote) — Mar 2024 – Present

Freelance UX/UI & Web Designer · Live: automotor.com.py · carmotor.com.py · empedril.com.py

- Sole designer for four companies' websites: research, information architecture and UI in Figma, then built, launched and maintained in Framer.
- Automotor: mapped three audiences sharing one site for nine vehicle brands (buyers, owners and authorized workshops). Rebuilt the navigation around user intent instead of company departments.
- Took two structural questions back to the client before designing any screens. As a result, the logins stayed separate, and service booking and branch finding each got their own route.
- Designed a branch page template behind 21 pages in four cities, which a marketing team can maintain without a developer.
- When the developer left the day before Empedril's launch, rebuilt the site myself in Framer in 24 hours and launched on schedule. I've built every site since.
- Decided where AI belonged: art-directed generated imagery for BOGA, whose sectors couldn't be photographed in one budget, but kept Empedril on real photos of its own land.

Malka Media, California — Apr 2023 – Jan 2024

Senior Designer

- As part of Malka's design team, designed across seven accounts at once, including Showtime Championship Boxing and The Stephen A. Smith Show.
- Turned each pay-per-view fight into a template system, with win and loss variants ready so live graphics only needed the winner's photo.

ueno Bank (Grupo Vázquez), Paraguay — Jul 2021 – Feb 2023

Senior Designer · in-house team

- Designed the bank's launch: countdown campaign, event screens and manifesto. Animated the logo from the brand's idea that it flows like water.
- Rolled one identity system out to digital billboards in 18 sizes, Visa cards and ATMs, consistent across screen and print.

Agencies & studios, Paraguay — Nov 2017 – Jul 2021

Latamclick and Triciclo, Designer II · Genovese Consultora, Mid-Level Designer

- Digital ad and social campaigns for agency clients, packaging design and 3D product renders.

Earlier — 2013 – 2017

AIESEC, Brand Specialist · National University of Asunción, Designer · Paraguayan American Cultural Center, Jr. Designer

EDUCATION

Google UX Design Professional Certificate, Coursera — 2025 – in progress
Master's in Art Direction, Barcelona H. School of Design, Spain — 2021
Industrial Design, Graphic Design specialization, National University of Asunción, Paraguay — 2020