



# Lennart Anderson

Multi-disciplinary UX Designer with 20+ years of experience in Seattle, WA

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## Experience

### Microsoft – UX Designer Vendor Seattle, WA | July 2023 - Current

- Led design initiatives as the sole UX designer, delivering key features for an internal customer success SaaS tool, used by 10,000+ users across 40+ platforms
- Designed and integrated a centralized insights-sharing feature, reducing reliance on email and mitigating information loss
- Collaborated with project managers and developers to optimize feature enhancements and user flows of the customer success SaaS tool, significantly reducing issue resolution times for project managers when improving their products
- Created data visualizations to communicate customer satisfaction metrics from millions of global customers
- Documented agile sprint processes and developed design guidelines to improve team workflows

### Aerwave.io – Lead UX Designer Seattle, WA | June 2021 - March 2023

- Led the design of 7 desktop and mobile applications for an internet service provider with over 30,000 apartment properties in 26 states
- Designed a robust desktop web application with features like billing, network status notifications, device management, and speed tests
- Developed a 200+ component design system in Figma, applied across all company products
- Led a website redesign that boosted brand awareness and customer acquisition
- Conducted user research to discover 11 product opportunities and refine product strategy

### Reid Middleton – Graphic/UX Designer Seattle, WA | Sept 2006 - Sept 2021

- Designed visual solutions, storyboards, icons, illustrations, animations, and data visualizations for 100+ clients, including the US Navy and Seattle Children's Hospital
- Led the marketing website redesign and created interactive HTML prototypes and UI demos for usability testing, significantly increasing site traffic and client leads
- Developed infographics and documentation that informed safety decisions for Washington state public schools
- Collaborated cross-functionally to create client pitch decks that contributed to \$5M+ in new revenue

## Education

### School of Visual Concepts Certification

User Experience Design

### Seattle Pacific University Bachelor of Arts

Visual Communications

## Skills

### Research

User Interviews, Usability Testing, Card sorting, Heuristic Evaluation, Competitive Analysis, Product Strategy, Surveys, Personas, User Flows

### Design

User Experience Design, Interaction Design, Visual Design, Graphic Design, Branding, Information Architecture, Personas, Journey Mapping, Storyboarding, Rapid Prototyping, Wireframes, Web Design, Mockups, Landing Pages, Data Visualization, PowerBI, SaaS

### Tools

Figma, Sketch, Adobe XD, Principle, Zeplin, Locofy.ai, Photoshop, Illustrator, Indesign, Invision

### Development

HTML, CSS, Javascript