



# Lennart Anderson

Product Designer – SaaS, Platforms & Complex Products

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## Summary

**Product Designer specializing in SaaS and platform products, focused on complex, data-driven systems. I define product direction under ambiguity and ship scalable experiences that improve decision velocity and operational clarity.**

## Experience

### Microsoft (via Tech Mahindra) – UX Designer

Seattle, WA – July 2023 to Present

- Sole UX designer for an internal customer success SaaS platform supporting **10,000+ users across 40+ products**, owning end-to-end experience from discovery through delivery
- Designed a **centralized insights-sharing system**, replacing ad-hoc email workflows and improving knowledge continuity
- Developed **executive-facing dashboards** visualizing **feedback from millions of users**, enabling **faster, data-informed decision-making**
- Optimized issue-resolution workflows for project managers, **streamlining diagnostic workflows and reducing friction in customer issue resolution**
- Translated ambiguous product requirements into **scalable UX artifacts**, including user flows, wireframes, and prototypes, enabling cross-functional teams to **deliver cohesive platform experiences**
- Built **high cross-functional trust** across PM, engineering, and leadership, resulting in invitations to strategic initiatives and product experimentation efforts **beyond initial project scope**

### Aerwave.io – Lead UX Designer

Seattle, WA – June 2021 to March 2023

- Owned UX across **7 desktop and mobile products** for a nationwide ISP serving **30,000+ apartment properties across 26 states**
- Designed and shipped a complex desktop web platform supporting billing, network monitoring, device management, and customer diagnostics
- Established and scaled a **200+ component design system** in Figma, **reducing complexity** and **enabling consistent, faster delivery** across **7 products**
- Guided UX strategy through evolving requirements and shifting priorities, balancing speed with usability in a startup environment
- Conducted qualitative research to identify **11 product opportunities**, influencing roadmap and feature prioritization

### Reid Middleton – Graphic/UX Designer

Seattle, WA – Sept 2006 to Sept 2021

- Delivered visual, UX, and data-driven design solutions for **100+ clients**, including the U.S. Navy and Seattle Children's Hospital
- Led a company website redesign, **increasing traffic and generating new client leads**
- Collaborated with leadership on client pitches contributing to **\$5M+ in new revenue**

## Skills

### Core Skills

User Interviews, Usability Testing, Heuristic Evaluation, Competitive Analysis, Product Strategy, Surveys, Personas, User Flows, Experience Design, Interaction Design, Information Architecture, Journey Mapping, Storyboarding, Rapid Prototyping, Wireframes, Data Visualization, Enterprise, B2B SaaS, UX Writing, AI-assisted Product Design, LLM-Driven Product Exploration

### Tools

Figma, Sketch, Adobe XD, Principle, Zeplin, Locofy.ai, Photoshop, Illustrator, InDesign, InVision, HTML, CSS, Javascript

## Education

### School of Visual Concepts

Certification – User Experience Design

### Seattle Pacific University

Bachelor of Arts – Visual Communications