



# Lennart Anderson

Multi-disciplinary UX Designer with 16+ years of experience in Seattle, WA

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## Experience

### 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.
- Crafted a robust desktop web application for customers that consisted of features including billing, network status notifications, device management, internet speed tests, and profile management.
- Designed a dashboard that allowed apartment managers to monitor the network health of their units and send support requests to Aerwave.
- Designed a companion mobile application for iOS and Android that allowed customers to make payments, test internet speeds, and usage on the go.
- Created and maintained a design system of 200+ components in Figma that were utilized in all digital products of the company.
- Spearheaded a redesign of the marketing website focused on creating brand awareness and increasing customer acquisition.
- Conducted surveys, heuristic evaluations, and a competitive analysis of 8 competitors to discover 11 product opportunities.
- Crafted 50+ graphic assets including banners, flyers, stickers and forms using Illustrator and InDesign for the marketing and operations teams.

### IxDA Conference Mobile App – UX Designer

Seattle, WA | March 2018 - June 2018

- Co-led the design of the iOS mobile application using Sketch and Principle for the Interaction '19 conference to be used by 1000+ attendees.
- Leveraged user interviews, surveys, and usability testing to identify user needs and pain points faced by conference attendees.

### Reid Middleton – Graphic/UX Designer

Seattle, WA | Sept 2006 - Sept 2021

- Designed visual solutions, storyboards, maps, icons, illustrations, animations, and data visualizations for 100+ B2B and B2C international clients including the US Navy, the Burj Khalifa, Seattle Children's Hospital.
- Spearheaded the redesign and development of the marketing website that significantly increased site traffic, leads, and client acquisition rates.
- Created multiple interactive HTML prototypes, mockups, and UI demos for usability testing and user feedback.
- Crafted company pitch decks through cross-functional collaboration according to best practices and with high accessibility which helped acquire clients generating \$5M+ in revenue
- Developed 100+ infographics including maps, technical drawings, and documentation using Illustrator & InDesign to enable Washington state senators to make informed safety choices for 222 public schools.

## Education

### School of Visual Concepts Certification

User Experience Design  
Aug 2017 - July 2018

### Seattle Pacific University Bachelor of Arts

Visual Communications  
Sep 2000 - Dec 2004

## 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

### Tools

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

### Development

HTML, CSS, Javascript