Lennon Macharia

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EDUCATION

The University of Minnesota   Minneapolis – St.Paul, MN
Inter-College B.S. in Product Design, Computer Science, and UX Design   Aug. 2022 – May. 2025

Relevant Coursework: Creative Design Methods, Concept Sketching, Programming in Python, Data Structures, Algorithms, Technology and Ethics in Society, LinkedIn PM Cert., Computer Systems, Storytelling in Design

SKILLS

Technical Skills: Figma, HTML/CSS, JavaScript, Python, Java, React Native, React, C, SQL, Git, Solidworks
Design Skills: User Research + Synthesis, Competitive Analysis, User Journey Mapping, Sketching + Wireframing, Prototyping, Interaction Design, Usability Testing, Service Design, Design Systems

WORK EXPERIENCE

Microsoft   Seattle, WA
Incoming UX Design Intern   May 2024 – Aug. 2024

Oracle - *Tools*: Figma, Confluence   Seattle, WA
UX Design Intern   May 2023 – Aug. 2023
- Designed an enhanced invoicing UX that reduces invoice template building to <10 clicks resulting in the increased productiveness of project managers by over 50%
- Collaborated cross-functionally with product manager and design leaders to define and implement a data-driven user experience resulting in a 95% approval rate
- Introduced and pitched a design pattern to various VPs and SVPs that would significantly improve the user experience of products designed by dozens of teams

Power Plate Meals   Twin Cities Metro Area, MN
Sales Associate   June 2022 – Jan. 2024
- Responsible for operating 3 retail stores independently and driving $15,000+ in solo product sales
- Improved 100s of customer experiences by facilitating a friendly environment through kindness and empathy
- Discussed OKRs and KPIs with leadership to help execute and drive sales and business strategy of 3 stores

PROJECTS

Back to Hue Mobile App Design – *Tools*: Figma, HTML/CSS, JavaScript, React Native   Dec. 2022 – May 2023
- As the lead designer, I collaborated with a team of 5 engineers to launch our app on the Google Play Store
- Created the design system from scratch - aligning it with both our UX initiative and product strategy
- Ensured the app had the best user experience based on our technical, monetary, and time constraints

Power Plate Meals Mobile App Design – *Tools*: Figma   July 2022 – Sep. 2022
- Designed a mobile application that simplifies customer interactions in menu viewing, meal ordering, and much more
- Conducted 30 user interviews to contrive comprehensive qualitative research to drive design
- Utilized competitive analysis, concepting/ideation, and created the design system from scratch

ACTIVITIES

The University of Minnesota App Developers Club *Tools*: Figma   Minneapolis – St.Paul, MN
Director of Design & Marketing   Aug. 2023 – Present
- Responsible for managing the club's social media presence and growing followers by over 20%

MinneHack Hackathon 2023 - Top 10 place
Color Stack Member - The strongest community of black and Latine computer science students