



LORENZO TRENIDAD CHAVEZ

User Experience Professional
Senior Principal UX Strategist, Architect, Designer

CORE COMPETENCIES

- UX Strategy & Vision
- Enterprise-Scale Systems Design
- Information Architecture
- Cross-Functional Leadership
- Complex Workflow Simplification
- Product & Platform Modernization
- Interaction Design & Prototyping
- Risk Identification & Mitigation
- CI/CD Integration & Design Ops
- Digital Transformation & Automation

PROFESSIONAL EXPERIENCE

Dell Technologies2011-2026

User Interface Senior Principal Engineer, 2024-2026
Principal Product Designer, 2018-2024
Senior UX Architect, 2011-2018

Key Skills & Capabilities

- Led multidisciplinary UX teams and aligned dozens of concurrent workstreams across global sales, configuration, and eSupport ecosystems.
- Defined long-term UX strategy, modernization roadmaps, and enterprise-wide design cohesion.
- Drove future-state visioning by advancing automation, integrating micro-frontends, and identifying AI opportunities within core workflows.
- Architected unified, scalable interaction models across complex, multi-system environments.
- Designed task-based workflows that reduced friction, improved accuracy, and supported automation initiatives.
- Modernized legacy tools into cohesive, enterprise-grade platforms.
- Built enterprise relevancy and recommendation frameworks using cross-system signals, auditing logic, and scheduling models.
- Created taxonomy and information architecture systems grounded in real user workflows and scalable governance.
- Mapped end-to-end supply chain workflows and identified friction across planning, procurement, manufacturing, and fulfillment.
- Designed workflow improvements that reduced cycle times and enhanced data quality.
- Integrated subscription and APEX services into sales and commerce platforms, strengthening Dell's recurring-revenue model.
- Defined foundational UI and multi-tenant interaction patterns for the APEX Console and partner ecosystem.
- Led prototyping, user validation, and end-to-end solution definition to ensure design quality, continually presenting results to stakeholders for continued integration.
- Ensured successful solutions were integrated into CI/CD pipelines to accelerate delivery and maintain continuous improvement.
- Unified deprecated sales tools into a core configuration experience and integrated into multiple applications and platforms.
- Integrated legacy EMC renewal workflows and produced foundational flows for POCs and early testing.
- Managed UX architecture for major sales applications and delivered business-aligned proof-of-concepts.
- Redesigned Dell's eSupport ecosystem using diagnostic frameworks and contributed to award-winning outcomes.

RELEVANT INDUSTRY DOMAINS

Defense

Gaming

Simulation

Training

Finance

Health & Wellness

eCommerce

ASP

IT

ABOUT ME

- **User-centered** design leader committed to creating intuitive, high-impact digital experiences that balance user needs, technical realities, and business goals.
- Known for confidently tackling **complex**, first-of-their-kind challenges and translating ambiguity into clear, actionable design direction.
- Guided **cross-functional** teams through large-scale digital transformation by translating ambiguity into clear frameworks and actionable experience models.
- Skilled at working with technical teams to ensure cohesive implementation and alignment across any **product lifecycle**.
- Strong ability to define a **vision**, conceptualize end-to-end frameworks, and translate them into a strategic UX roadmap.
- Naturally attuned to **identifying risks** early, developing mitigation strategies, and guiding teams through both initial development and ongoing optimization.



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CONSULTING EXPERIENCE

Scio, LP Professional Services 2003 - 2010
— Founder & Consultant

Provided UX architecture, interaction design, visual design, user research, and usability testing across enterprise clients. Specialized in translating complex business and technical requirements into intuitive, end-to-end experiences.

American Funds — UX Consultant

- Modernized internal financial and audit tools, improving workflow efficiency and reporting accuracy.
- Simplified complex interactions and aligned designs with business and compliance requirements.

AT&T — UX Consultant

- Designed a large-scale web application consolidating legacy sites into a unified experience.
- Streamlined navigation and interaction patterns to reduce fragmentation.

GTECH Corporation — UX Consultant

- Designed a suite of gaming applications and a unified reporting platform.
- Improved clarity, usability, and operational efficiency across gaming systems.

ADDITIONAL EMPLOYERS

RealVue Simulation Technologies 2002 - 2003
Application Engineer

- Designed functional virtual simulations supporting training and operational readiness.
- Translated real-world processes into accurate, interactive models.

Salion Corporation 2001 - 2002
Interaction Designer

- Designed interaction models for a proposal-viability platform, improving clarity and decision-making efficiency.

Scient Corporation 1999 - 2001
Usability Engineer / Front-End Engineer

- Developed front-end components and integrated them seamlessly with back-end application logic to ensure cohesive, end-to-end functionality.
- Conducted research, evaluations, and prototype development for enterprise applications.

Boeing Aerospace (McDonnell Douglas) 1990 - 1999
Multimedia Manager / Programmer / Illustrator

- Delivered Level I/II computer-based training for U.S. and international defense programs.
- Created multimedia assets and interactive courseware supporting mission-critical training.

EDUCATION
Undergraduate work: College of Santa Fe, University of New Mexico

TOOLS & METHODS
Design Thinking • User Research • Journey Mapping • Prototyping • Wireframing • Information Architecture • Interaction Design • Agile / Pivotal • Figma • Sketch • Axure • Adobe CC • Enterprise Taxonomy • UX Writing • Heuristic Evaluation • CI/CD Collaboration

RELEVANT SKILLS

- Object Orient Design, User Centered Design, and Design Thinking Methods
- Pivotal Process, Rational Unified Process, Agile, Lean UX Software Development, Configuration Management, Change Management, Defect Tracking, Severity Identification, and Project Tracking
- Wireframe Diagrams, State Diagrams, Data Flow Diagrams, Sequence Diagrams, User Flow Diagrams, Customer Journey Mappings, Profiles, Archetypes, Personas, Design Patterns, Detail Design
- Specifications, Heuristic Guidelines, Launch Layouts, Design Blueprints, Service Blueprints and Sitemaps
- Conceptual Visualizations, Heuristic Evaluations, User Interviews, Field Testing, Shadow Sessions, User Acceptance Testing, Cogitative Walkthroughs, Brainstorming, UX Analysis of Secondary Research from internal and external sources, Test Scenarios, requirement mapping
- Team Building as a Mentor, Team Member, Individual Contributor, Community Volunteer
- Figma, Figjam, HTML (hand-coding), CSS, JavaScript, Illustrating, Coding, Justinmind, Webflow, Balsamiq, Adobe Muse, Dreamweaver, Flash, Authorware, Quest,
- More ...