LORENZO **TRENIDAD** **CHAVEZ**
User Experience Professional

Personal Information

Experience
20+ Years

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About Me

- Passionate user-centered designer; creating great experiences, balancing user needs, technology and business goals.

- Fearless in taking on complex challenges, and concepts that have never been done before.

- Adept with technical information, ensuring cohesive implementation of projects.

- Proven ability to develop a vision, conceptualize end to end frameworks, and translate to a high level UX strategy.

- Intuitive ability to identify risk; develop mitigation plans to implement before development and during optimization.

Awards

- 2015 Confirmit ACE Award Winner, Superior Support Experience. (team award)

- Dell Champion Award (1) – inspire innovation, model exemplary professional integrity (2017)

- Dell Gold Award (3) - Extraordinary achievement, wide impact and sustained/ long term commitment. (2016, 2013, 2012)

Current ▶ Dell Corporation, IT   **Principle Product Designer**

Engage with stakeholders to align business, technical and user goals and needs to provide human-centered insights as part of the Future State Commerce (FSC) platform team focused on digital transformation. Work with balanced teams as part of a Pivotal delivery model, simplifying complex tools, defining user experience needs, directing and promoting design solutions across the Dell Digital footprint.

Led multidisciplinary User Experience (UX) team, encompassing UX architecture, UX design and Content Strategy, working on Dell's primary sales platform, complex configuration builder and e-Support system aligning to dozens of project work streams. Additionally, designed strategic concepts to move applications into the future.

- Dell/EMC Renewals: Integration of legacy EMC product into Dell legacy systems - Developed initial user flows, interaction patterns, and customer journeys to enable alignment between various stakeholders. Creation of concept wireframes and interaction patterns for the development of the proof of concept and for initial user testing.

- Dell Sales Application (DSA) - managed day to day architecture of feature requests, architect/design enhancements, design and test proof of concepts for new features. User advocate, driving innovation by presenting new technologies and interactions that meet business goals and increase productivity.

- Online Solutions Configurator (OSC) - architected migration of multiple deprecated sales tool features to a core solution configuration experience. Worked to create a uniform, consistent configuration of complex product for highly complex solutions. Worked to integrate application into other sales tools.

- Online Diagnostic Engine (ODE) - created task-based application framework to allow customers to self-diagnose hardware and software issues on their systems.

- World Class Design (WCD)- utilized the ODE framework to refactor Dell's eSupport capabilities. Consolidated all of Dells support services into one cohesive experience. - Dell awarded the 2015 Confirmit ACE award for excellence.

- Application integrations - Designed and led all integration efforts enabling OSC within DSA, Premier and MyQuotes. Designed all features for the multiple versions of OSC globally.

- Additionally, worked on dozens of project work steams supporting internal digital properties.

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Relevant Skills

Object Orient Design, User Centered Design, and Design Thinking Methods

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, 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

HTML (hand-coding), CSS, JavaScript, Illustrating, Coding, Justinmind, Webflow, Balsamiq, Adobe Muse, Dreamweaver, Flash, Authorware, Quest

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Active

Scio, LP Professional Services
formerly Lorenzo T. Chavez, LLC, incorporated in 2010

Provides Professional User Experience (UX) services focusing on end to end user experiences through the product lifecycle. Consulting services provided: UX architecture, Interaction Design, Visual Design, User Research, and User Testing.

Contracts:

2010
American Funds: 12 months, Finance
Project: Application design, Enhanced user experiences, created/implemented new features.

2007
AT&T: 16 months, Telecommunications
Project: Web Application, transitioned deprecated sites/applications to a unified experience.

2005
American Funds: 24 months, Finance
Project: Application design, transitioned manual audit processes into a robust automated tool.

2003
GTECH Corporation: 18 months, Gaming
Project: Application design, created reporting application for a suite of gaming applications

2003
RealVue Simulation Technologies, Simulations
Role: Application Engineer
Business Offering: Designing functional virtual simulations

2002
Salion Corporation, Application Service Provider (ASP)
Interaction Designer (Contract to Full Time)
Business Offering: Service offering to determine proposal viability.

2001
Scient Corporation, Professional Services
Roles: Usability Engineer, Front-End Technology Engineer
Business Offerings: End to end software development offering the full breath of user experience.

1990
Boeing Aerospace, Aerospace/Training
former McDonnell Douglas employee, merger 1997
Roles: Multimedia Manager, Programmer, Computer Graphic Artist

Training: US Special Operations, US Air Force, US Army, US Marines, US Coast Guard, Royal Saudi Air Force, Israeli Air Force

Business Offerings: End to end development of Level I, II Computer-Based Training and Interactive Lectures for multiple international and domestic projects.