

# Trinidad Araujo

## SENIOR PRODUCT DESIGNER

Full-stack product designer with 10 years in B2B enterprise. Mostly AI and automation features for supply chain, legal, and eCommerce products. Research, systems, interaction design, and lately, shipping my own front-end code with AI dev tools.

## EXPERIENCE

### Senior Product Designer

Aug 2024 – Present

Siemens (Supplyframe) · Pasadena, CA

*Supplyframe (Siemens) — AI-powered supply chain intelligence for electronics procurement and component sourcing.*

- Eliminated repetitive rule-writing for procurement managers by designing and front-end implementing an agent builder where they configure persistent automations for BOM pricing, risk scoring, and component tagging once and let it run. Currently in beta.
- Removed the blank-page problem from AI automation setup by designing and shipping the front-end for a conversational flow inside Supplyframe's Copilot — an AI chat where users describe what they want in plain language and get walked through naming it, describing it, and setting the rules.
- Cut the back-and-forth on routine design updates by bringing VS Code and GitHub Copilot into our design team of 5. We started implementing our own changes without waiting on engineering.

### Product Designer

Jun 2019 – Aug 2024

Siemens (Supplyframe) · Pasadena, CA

- Shaped feature prioritization across core platform products by running 30+ interviews with procurement and supply chain professionals to find where the real workflow pain was.
- Hit 100% adoption on a customizable risk score I designed — procurement teams could mix their own proprietary data with market signals and define their own KPIs. Every user created at least two custom scores over the default.
- Created the shared reference point for design and engineering by writing behavior documentation for every component in the Fragments design system — validation states, usage guidelines, UI copy standards.

### Product Designer

Feb 2018 – Jun 2019

Thomson Reuters · Los Angeles, CA

*Thomson Reuters — 3E is their enterprise practice management platform for law firm billing, time tracking, and financial operations.*

- Reduced friction in high-stakes financial entry by redesigning timekeeping, billing, and analytics workflows for legal professionals — focused on task clarity and fewer error-prone steps.
- Got the team out of the cycle of rebuilding the same components by building a shared design system in InVision DSM with standardized components and documentation.
- Sped up handoff to development during a UI refresh by running design sprints that got design and engineering aligned. Less back-and-forth, faster shipping.

- [trinidadandeli@gmail.com](mailto:trinidadandeli@gmail.com)
- Los Angeles, CA
- [linkedin.com/in/trinidad-araujo](https://www.linkedin.com/in/trinidad-araujo)

## SKILLS

### Design Tools

- Figma
- Lucky Orange

### AI & Dev Tools

- Claude Code
- VS Code
- GitHub Copilot

## EDUCATION

**Mills College at Northeastern**  
BA, English

**Academy of Art San Francisco**

Graduate coursework in  
Web Design and New Media

## Product Designer

Jun 2017 – Feb 2018

merQbiz · Los Angeles, CA

*merQbiz — venture-backed B2B marketplace for the recovered paper industry; a joint venture between Voith GmbH and BCG Digital Ventures.*

- Improved conversion and cut drop-off on the merQbiz landing page by redesigning it through iterative A/B testing and heatmap analysis with Lucky Orange.
- Created a consistent UI foundation across logistics and eCommerce workflows by setting up and documenting visual design standards for core platform features.

## Product Designer

Oct 2015 – Jan 2017

Walmart Global Tech · Sunnyvale, CA

- Saved time for 2,400 suppliers on a clunky inventory flow by designing a single-item setup feature for Walmart's Supplier Center — let them add items without re-uploading full templates.
- Identified what was tripping suppliers up by running end-to-end usability testing — recruited participants, built InVision prototypes, moderated sessions, and did the post-test analysis.