

Alejandro Machado – Product Designer

Master's in Human-Computer Interaction at Carnegie Mellon University, 2014

B. Sc. in Computer Science & Engineering at Universidad Simón Bolívar, 2013

Product Designer at mycs.com – 2016 to present – Berlin, Germany and remote

As the first UX hire, I kickstarted the user research process, conducting think-aloud tests and user interviews. I then led a full redesign of the furniture configurator app, improving key performance metrics. I own the product now.

Experience Designer at Zazzle – 2014 to 2015 – Redwood City, CA and remote

Developed personas from customer interviews, designed the push notifications service for mobile, and prototyped a new app to generate patterned products, like phone cases and T-shirts.

UX Developer, Carnegie Mellon Capstone – 2015 – Funchal, Portugal

Led the prototyping of Spark, a social platform that aims to foster well-being by encouraging users to participate in motivating daily challenges. Our client released an iOS app based on our final prototype.

Machine Learning Intern at Spotify AB – 2012 – Stockholm, Sweden

Developed a system that detects music artists with the same name that have been wrongly merged as the same entity, and applies heuristics to assign future albums and singles to the correct artist entity.

I speak fluent Spanish and English, and decent Swedish and Portuguese.

My current everyday tools are Sketch, InVision and Xcode + Swift + UIKit.

Patents and academic publications are available at [linkedin.com/in/alemacgo](https://www.linkedin.com/in/alemacgo).

You can reach me at alejandro@magia.se.