

# Alejandro Machado

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

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

## Software Design

### Experience Designer at Zazzle, Inc.

Developed user personas from customer interviews, designed the push notifications service for mobile, prototyped a new app to generate custom products.

### UX Developer, Carnegie Mellon Capstone

Led the prototyping of Spark, a social platform that aims to foster well-being by encouraging users to participate in daily challenges. Our client was Wow!Systems, a Funchal agency.

## Software Engineering

### iOS Engineer, Freelance

Developed Tabata Desk, a communication platform between gyms and gym-goers, and ComeWith, a social hub for spontaneous plans.

### Intern Developer at Spotify AB

Developed a system that detects music artists with the same name that have been erroneously merged as the same entity, and applies correction heuristics.

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).

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