

# Alejandro Machado

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## Experience

### Experience Designer at Zazzle, Inc.

UX Research, Service Design, Sketch, Xcode, Swift  
Summer 2014 & Winter 2015 – Redwood City, CA

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

### UX Development Lead at Wow!Systems

UX Research, Paper Prototypes, Sketch, Xcode, Swift  
Spring & Fall 2014 – Madeira, Portugal

MHCI Capstone Project: Led the prototyping of Spark, a social platform that aims to foster well-being by encouraging users to participate in daily challenges.

### Intern Developer at Spotify AB

Machine Learning, Python  
Spring 2012 – Stockholm, Sweden

Developed a system that detects music artists with the same name erroneously merged as a same entity, and applies heuristics to correctly classify new data.

## Education

### Carnegie Mellon University

August 2013 to December 2014  
Master of Human-Computer Interaction

### Universidad Simón Bolívar

September 2007 to June 2013  
Computer Engineer, Cum Laude

## Patents & Publications

U.S. Patent Application 20130332400 for  
*Recognizing Ambiguity in Metadata*.

A. Porco, A. Machado and B. Bonet.  
*Automatic Reductions from PH into STRIPS or How to Generate Short Problems with Long Solutions*. ICAPS 2013.

A. Porco, A. Machado and B. Bonet.  
*Automatic Polytime Reductions of NP Problems into a Fragment of STRIPS*. ICAPS 2011.