

ALEJANDRO MACHADO

User Experience Designer

alejandro@magia.se
www.magia.se

EDUCATION

- DEC 2014 Carnegie Mellon University, USA
Master's in Human-Computer Interaction
- JUN 2013 Universidad Simón Bolívar, Venezuela
B. Sc. in Computer Engineering, Cum Laude
GPA: 4.56/5.00
Bachelor's thesis awarded Honorable Mention
Received the Best Student Award in 2011
- JUN 2012 Lund University, Sweden
Exchange Student of Computer Science

EXPERIENCE

- 2014 UX Design Lead - Master's in HCI Capstone Project
- 2013 Team leader in disCONNECT at MAKEwithMOTO
Hardware project: ideation, rapid prototyping
- 2012 Research Internship at Spotify, Sweden
"Recognizing artist ambiguity with machine learning techniques"
- Developed a system that detects music artists with the same name erroneously merged as a same artist entity.
 - The 200 most popular artists were fixed manually, which fixed 99% of the issues that triggered users' complaints.
- 2011 Teaching Assistant at Universidad Simón Bolívar

ACTIVITIES

- PRESENT Nature explorer
Amateur photographer
- 2009 Delegate at the Harvard National Model UN

RELATED COURSEWORK

- User-centered Research and Evaluation
- Interaction Design Studio
- Methodology of Visualization
- E-learning Design Principles
- Service Design

PUBLICATIONS

- 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.

PATENTS

- Systems and Methods for Recognizing Ambiguity in Metadata. U.S. Patent Application No. 61/657,678

TOOLS AND SKILLS

- Balsamiq
- HTML5/CSS3
- Adobe CS
- Python
- Heuristic evaluation
- Think-alouds
- Contextual design

LANGUAGES

- Spanish
- English
- Swedish
- Portuguese