

# Alejandro Machado – Product Designer

**Master's in Human-Computer Interaction** from Carnegie Mellon University (2013–2015)

**B. Sc. in Computer Science** from Universidad Simón Bolívar (2007–2013)

## Product Design

### **mycs.com** (2016–2017)

Kickstarted the user research process, conducting think-aloud tests and user interviews. Led a full redesign of the furniture configurator app, improving key performance metrics. Designed the mobile configurator that runs on the web.

### **zazzle.com** (2014–2015)

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

## Teaching

### **interaction-design.org** (2015–present)

Have coached 20+ design students to build their careers in product design. We meet up virtually, talk about tools popular in industry and review relevant HCI research.

Read more about select projects I've worked on are available at **macha.do**.

Find patents and academic publications at **linkedin.com/in/alemach**.

You can reach me at **alejandro@macha.do**.

## Computer Science

### **Crypto projects** (2018)

Advising projects that need decentralized tech, explaining cryptocurrency to mainstream media, writing at [steemit.com/@alemacgo](https://steemit.com/@alemacgo).

### **spotify.com** (2012)

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

### **usb.ve** (2009–2013)

Worked as a teaching assistant in Symbolic Logic, Computer Organization, and Programming 101. Led laboratory sessions and graded papers.