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.

Computer Science

Crypto projects (2018)
Advising projects that need decentralized tech, explaining cryptocurrency to mainstream media, writing at 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.

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.

usb.ve (2009–2013)
Worked as a teaching assistant in Symbolic Logic, Computer Organization, and Programming 101. Led laboratory sessions and graded papers.

Read more about select projects at **macha.do**.

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

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