

# Tristan Machado

UX / UI Designer

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## **SKILLS**

**UX Skills:** UI Design, User Research, Visual Design, Interaction Design, Prototyping, Wireframing, Sketching, User Interviews, User Personas, User Testing, Data Analysis, Information Architecture, Collaborative Whiteboarding, Affinity Mapping, User Journey Mapping, Task Analysis, Basic HTML and CSS knowledge, Problem Solving, Responsive Web Design, Design Thinking, Documentation Skills, Mobile Apps, Heuristic Evaluation, Competitive & Comparative Analysis, User Flow, Site Mapping, Survey Creation, Style Guides, Card Sorting, Content Strategy, Mood Boarding, User stories

**Design Tools and Software:** Figma, Google Analytics, Optimal Workshop, Asana, Smart Sheets, Slack, G-Suite, Facebook Business, Maze, Google Drive

## **PROJECTS**

### **Decatur Healing Arts (DHA) – Website Redesign**

UX/UI Designer | *General Assembly* | May 2022

- Designed solutions influenced by heuristic evaluations, user research, interviews, synthesizing data, competitive & comparative analysis and card sorting.
- Redesigned desktop website to increase online bookings and decrease number of inquiry phone calls.
- Developed a high-fidelity prototype through various consultations with mood boards, typography, imagery and implementing iterations based on usability tests.

### **Bicycle Space – Website Redesign**

UX Researcher | *General Assembly* | April 2022

- Developed survey to vet participants, and created an interview guide to ensure most accurate data from relevant target audience.
- Collaborated on whiteboarding activities to ideate solutions, create personas and identify clear user problems.
- Sketched and wireframed user-centered layout for mobile responsive prototype using Figma.

### **Chop Suey Books – Website Redesign**

UX Designer | *General Assembly* | April 2022

- Created a card sorting exercise to understand users mental model when navigating an e-commerce bookstore.
- Constructed journey maps and user flows for 3 key tasks to streamline the online checkout process.
- Factored accessibility and UX principles into redesign, while maintaining brand identity.

## **EXPERIENCE**

### **Letsfit LLC.**

Project Manager - Social Media *Plantation, FL* | June 2020 - May 2021

- Identify target audience and key segments through in-depth analysis of markets and related trends.
- Schedule and facilitate meetings between project stakeholders to discuss deliverables, schedules and conflicts.
- Managed a team of five to generate original content and moderate online community members.
- Track project and team member performance closely to quickly intervene in mistakes or delays.
- Maintain open communication by presenting regular updates on project status to customers.
- Drove team success through shared vision and recognition of quality performance.
- Implement both digital and physical organizational structures to streamline project turn over rate.
- Iterated content strategy and communication tactics to better resonate with users, aiding in company achievement of 5,000 Instagram followers within a 3 month time span.

### **Easel Media Group**

Social Media Marketing Executive | *Kingston, JA* | September 2018 - June 2020

- Analyze competitor brands to identify social media habits and gaps in market.
- 5+ years curating digital/ social experiences for end users.
- Define user motives, habits and scenarios through the use of user personas.
- Analyze and synthesize social media metrics and adjust strategies accordingly.
- Curate and segment editorial content to increase engagement and channel growth.
- Improve page content and keyword relevancy to achieve search engine optimization goals.
- Monitor company's online presence by engaging with users and strengthening customer relationships.
- Set clearly defined goals to drive customer retention, brand awareness and website or social media traffic.
- Maintain a posting schedule keeping in line with content strategy and brand identity.

## **EDUCATION**

### **General Assembly | New York, NY**

User Experience Design Immersive, March - June 2022

Full-time - Remote, 480 hours, 12-week project-based program taught by industry leaders

### **Saint Andrews High School For Girls (SAHS) | St. Andrew, Jamaica**

High School Diploma - September 2009 - June 2014