

Tristan Machado

UX Researcher / UI Designer

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UX Researcher with 8 years of experience across user research, UX/UI design, and consumer-focused digital work. Leads end-to-end research, from generative discovery through evaluative testing, turning complex user data into clear, actionable insights that guide product redesigns and process improvements. Brings experience across enterprise and consumer (B2C) environments, a collaborative approach to stakeholder partnership, and a background in coaching and mentoring teams.

EMPLOYMENT HISTORY

UX Researcher · Cardinal Health

August 2026 – October 2026 (Contract)

- Moderated / co-moderated more than half of 20+ user interview sessions, both one-on-one and group, with participants from 20 organizations.
- Evaluated the sign-on experience across 12+ enterprise systems and tools, and found that the most significant user friction was not in the login itself but in broader access and account management workflows.
- Supported participant outreach and wrote interview guides as part of a 4-person research team, delivering a tightly scoped sign-on study over a 10-week engagement.
- Followed privacy, security, and compliance requirements throughout the research, including recording consent, disclaimers, and secure archiving of raw data (notes, recordings, transcripts, and timestamped highlights).
- Synthesized interview data into high-level summaries that stakeholders could review easily, and built user journey maps that showed pain points across user roles and systems.
- Delivered a final readout deck with problem statements, supporting observations, visual artifacts, comparative and competitive analysis, proposed solutions, and a recommended roadmap for next steps.

UX Researcher / UI Designer · American Express

November 2022 – August 2025

- Defined and implemented a scalable UX research process for cross-departmental initiatives, including research intake standards and research frameworks.
- Conducted end-to-end research in the early stages of redesigning an outdated legacy servicing portal, from generative discovery and early concepting through evaluative testing.
- Ran moderated and unmoderated studies with 30+ Customer Care Professionals (CCPs) before and after launch, including contextual inquiries, user interviews, card sorting, tree testing, surveys, and usability testing, supported by heuristic analysis.
- Led compliance research for the UK and Canadian markets, turning contextual interview findings into compliance-sensitive design recommendations that shaped how global journeys were adapted.
- Synthesized findings into research artifacts used by multiple teams, including journey maps and compliance variance reports, and presented actionable recommendations to stakeholders through reports, presentations, and workshops.
- Partnered with legal, compliance, product, and cross-functional stakeholders to balance regulatory requirements with usability, helping the platform scale globally.
- Translated research insights into end-to-end design for over a dozen high-impact servicing journeys while managing multiple research and design projects at the same time.
- Improved CCP servicing efficiency by embedding help resources directly into the platform to remove “step-out” actions, and by turning multi-step redemption workflows into single-journey task flows, which reduced average call handling time.

UX Designer / Project Manager · The Brand Hub Agency

October 2021 – November 2022

- Led end-to-end redesign and migration projects for consumer-facing client websites, with minimal downtime and improved performance after launch.
- Conducted competitive and comparative analysis to identify market opportunities and user requirements.
- Created wireframes, prototypes, and high-fidelity mockups in Figma, and conducted user testing to validate design decisions.
- Translated user testing findings into design iterations, refining layouts and user flows before launch.
- Partnered with client stakeholders to define project goals and user requirements, aligning research findings with business objectives.

EDUCATION

User Experience Design Immersive

General Assembly | Remote
March – June 2022 | 480 hours

RESEARCH SKILLS

- Generative & Evaluative Research
- Moderated & Unmoderated Testing
- User Interviews
- Contextual Inquiry
- Usability Testing
- Card Sorting & Tree Testing
- Surveys
- Heuristic Analysis
- Research Synthesis & Affinity Mapping
- Journey Mapping
- User Personas
- Competitive & Comparative Analysis
- Data Analysis
- A/B Testing
- Task Analysis
- Stakeholder Management
- Coaching & Mentoring

DESIGN SKILLS

- Information Architecture
- Interaction Design
- Prototyping / Wireframing
- Systems Design
- User Interface Design
- Visual Design
- Design Accessibility

TOOLS / SOFTWARE

- User Interviews
- Qualtrics
- UserTesting / UserZoom
- Optimal Workshop
- Maze
- Figma / FigJam
- Mural
- Airtable
- Jira
- Asana
- Sketch
- InVision

REFERENCES

Available upon request

- Advised clients on website strategy, UX/UI best practices, and digital branding to increase user engagement and meet business objectives.
- Managed stakeholder communications, timelines, and budgets across multiple concurrent projects while maintaining high client satisfaction, and coached and mentored project team members.

Project Manager / User Researcher · Letsfit LLC.

June 2020 – May 2021

- Defined user personas and mapped user journeys to uncover habits, preferences, and engagement triggers across social media channels.
- Analyzed engagement data and behavioral trends to identify patterns in how consumers interacted with content, turning findings into data-backed recommendations.
- Monitored community interactions and customer feedback across social channels to identify recurring themes in consumer needs and sentiment.
- Conducted competitive research to identify gaps in the market and inform strategies that strengthened brand loyalty and customer retention.
- Facilitated cross-functional meetings to align stakeholders on campaign goals, deliverables, and performance expectations.
- Shared persona and journey insights with the team and stakeholders to guide consumer-facing content and engagement strategy.
- Managed, coached, and mentored a team of five creating original consumer-facing digital content, moderating community interactions, and boosting sales conversions.

Account Executive / User Researcher · Easel Media Group

November 2018 – April 2020

- Analyzed audience behavior and engagement data across multiple client accounts to understand how users interacted with content, and used the findings to refine campaign strategy.
- Turned monthly performance data into synthesized insight reports for client stakeholders, with clear findings and data-backed recommendations.
- Tailored campaign concepts, messaging, and visual assets to distinct audience segments by applying insights about each group's needs, preferences, and behavior.
- Ran ongoing competitive and market analysis, benchmarking competitor activity and industry trends to find gaps and opportunities.
- Monitored community feedback and sentiment as a continuous source of user input, spotting recurring themes that shaped future content and protected brand reputation.
- Worked with creative teams and client stakeholders through iterative review and approval cycles, aligning deliverables with business goals while keeping a consistent brand voice.

PROJECT HISTORY

Enterprise Sign-On Experience Research – Multi-System Access Study

UX Researcher | August 2026 – October 2026 | Cardinal Health

- Ran discovery research on the sign-on experience across 12+ enterprise systems and tools used by multiple client organizations and user groups, within a tight 10-week scope focused only on sign-on.
- Supported participant outreach and recruitment across 20 organizations, engaging a wide range of roles including pharmacy directors, pharmacists, pharmacy technicians, IT stakeholders, and supply chain managers.
- Wrote interview guides that explored sign-on and access experiences across these different user roles and systems.
- Moderated / co-moderated more than half of 20+ one-on-one and group interview sessions.
- Built privacy, security, and compliance requirements into every stage of the study, including recording consent and disclaimers at the start of each session.
- Archived raw research data, including notes, recordings, transcripts, and notable timestamps, so findings could be traced back to their sources.
- Compiled and organized high-level session summaries so stakeholders could easily access and review them.
- Synthesized raw data into themes and found that initial login was largely smooth, while the most significant friction was in broader access and account management workflows.
- Built user journey maps that showed where pain points occurred across user roles and systems.
- Delivered a final readout deck with problem statements, supporting observations, visual artifacts, comparative and competitive analysis, proposed solutions, and a recommended roadmap for next steps.
- Collaborated closely with a 4-person research team from planning through final delivery.

Intuitive Servicing Portal (ISP) – Global Internal Platform Transformation

UX Researcher / UI Designer | November 2022 – August 2025 | American Express

- Supported the redesign of an outdated legacy servicing portal, conducting research in the early stages that moved from generative discovery and early concepting through evaluative testing.
- Defined and implemented a scalable UX research process, establishing intake standards and research frameworks to support cross-departmental initiatives.
- Conducted mixed-method research including contextual inquiries, user interviews, card sorting, and user testing with 30+ CCPs to uncover pain points before and after launch.
- Designed and delivered over a dozen high-impact journeys across Membership Rewards, Security, Card Management, Credit & Fraud, and Traveler's Cheque, improving efficiency and reducing "step-out" actions.
- Collaborated with global compliance teams to adapt flows for the UK and Canadian markets, ensuring adherence to regional regulations without compromising usability.
- Partnered with cross-functional teams to embed contextual CHC (Customer Help Center) resources directly into ISP, eliminating "step-out" actions and decreasing servicing time for CCPs.
- Maintained consistency and accessibility across the platform by using shared design libraries, visual hierarchy principles, and brand-aligned UI components.

Security & Servicing Journeys – Authentication & Card Management

UI Designer | August 2024 – August 2025 | American Express

- Designed the UCID (Manual Authentication / Secure Push) journey to verify card members and prevent fraudulent calls, enhancing security and customer trust across regions.
- Created guided, compliant flows for Cancel Card and Charge Verification, reducing errors and ensuring regulatory adherence.
- Developed Claim Work Basket functionality within the Traveler's Cheque journey, streamlining the management and resolution of cheque-related service requests.
- Partnered with product managers and compliance teams to make sure authentication and cancellation flows met market-specific regulations while minimizing service disruptions.
- Improved servicing efficiency by standardizing authentication and card management interactions, reducing task completion times for CCPs.

Compliance Study – UK and Canada Regulatory Requirements

UX Researcher | June 2024 – August 2024 | American Express

- Led compliance research for the UK and Canadian markets, shaping design strategies to ensure adherence to region-specific regulations and seamless user experiences.
- Conducted contextual interviews and synthesized findings into compliance-sensitive design recommendations, influencing how global journeys were adapted.
- Partnered with legal, compliance, and product stakeholders to ensure proposed solutions balanced regulatory needs with usability.
- Produced research artifacts, including synthesized journey maps and compliance variance reports, that were shared across multiple teams.
- Informed design changes that enabled ISP experiences to scale globally while remaining legally compliant and user-friendly.

Membership Rewards Journeys – Points Redemption Experiences

UI Designer | February 2023 – May 2024 | American Express

- Owned end-to-end design of five high-impact redemption and refund flows, including *Pay with Points History & Reversal*, *Gift Card Redemption & Reversal*, and *Statement Credit/Deposit Redemption*.
- Reduced average call handling time by streamlining multi-step redemption workflows into intuitive, single-journey task flows.
- Created detailed design documentation and handoff specifications to streamline developer implementation and reduce iteration cycles.
- Delivered designs adaptable for multiple markets, factoring in regulatory, localization, and translation requirements.
- Maintained design consistency by applying accessibility standards, design systems, and reusable UI components.

Client Website Redesigns – Research-Driven Consumer Experiences

UX Designer / Project Manager | October 2021 – November 2022 | The Brand Hub Agency

- Conducted competitive and comparative analysis to identify market opportunities and user requirements before redesigning consumer-facing client websites.
- Turned research findings into design solutions, building wireframes, prototypes, and high-fidelity mockups in Figma.
- Conducted user testing to validate design decisions and refine solutions before launch.
- Led end-to-end redesign and migration, delivering with minimal downtime and improved performance after launch.
- Advised client stakeholders on website strategy, UX/UI best practices, and digital branding, connecting user needs to business objectives.