Tristan Machado

UX Researcher/ UI Designer

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Multidisciplinary UI Designer and UX Researcher with just over 6 years of combined experience uncovering user pain points and crafting intuitive, user-centered digital experiences. Specialized in systems design for internal-facing tools within the banking and financial services sector. Adept in both qualitative and quantitative research methods, with a sharp eye for visual detail and a passion for creating seamless, accessible experiences. Known for bridging user needs with business goals through thoughtful design and cross-functional collaboration.

EMPLOYMENT HISTORY

UX Researcher/ UI Designer · American Express

November 2022 - August 2025

- Executed mixed-method research studies such as user interviews and user testing pre and post product launch to uncover user needs, pain points, and behaviors.
- Created high-fidelity designs within Figma for the web application, ISP (Intuitive Servicing Portal), ensuring alignment with brand identity and user needs.
- Translated research insights into actionable recommendations and presented findings to stakeholders through compelling reports, presentations, and workshops.
- Applied information architecture, visual hierarchy, color theory, spacing, and typography principles to create visually engaging and functional interfaces.
- Managed multiple simultaneous research and design projects, coordinating with cross-functional teams to ensure seamless delivery of user-centered solutions.
- Owned end-to-end design for over a dozen high-impact journeys and facilitated research studies across multiple departments.

Project Manager/ Designer · The Brand Hub Agency

October 2021 - November 2022

- Advised clients on website strategy, UX/UI best practices, and digital branding to enhance user engagement and meet business objectives.
- Led end-to-end website redesign and migration projects, ensuring minimal downtime and improved performance post-launch.
- Created wireframes, prototypes, and high-fidelity mockups using Figma and conducted user testing to validate design decisions.
- Managed stakeholder communications, timelines, and budgets across multiple concurrent projects while maintaining high client satisfaction.
- Conducted competitive and comparative analysis to identify market opportunities and user requirements.

Social Media Project Coordinator · Letsfit LLC.

June 2020 - May 2021

- Identified target audience and key segments through in-depth analysis of market trends.
- Defined user motives, habits and scenarios through the use of user personas and journey maps.
- Conducted competitive analysis to identify social media habits and gaps in market.
- Facilitated meetings between project stakeholders to discuss deliverables, goals and potential conflicts.
- Managed a cross-functional team of five to create original content and moderate online community engagement.

EDUCATION

User Experience Design Immersive

General Assembly | Remote
March - June 2022 | 480 hours

Diploma

Saint Andrews High School For Girls (SAHS) | St. Andrew, Jamaica
Sept 2009 - June 2014

TOOLS/ SOFTWARE

- Figma / Fijam
- Sketch
- Jira
- Optimal Workshop
- Asana
- Maze
- Qualtrics
- Airtable
- Mural
- InVision

UX SKILLS

- Interaction Design
- Design Accessibility
- Affinity Mapping
- Competitive & Comparative Analysis
- Data Analysis
- Information Architecture
- Journey Mapping
- Prototyping/ Wireframing
- User Research/ Testing
- Task Analysis
- Systems Design
- User Interface Design
- Visual Design
- Problem Solving
- User Personas

REFERENCES

Available on request.

PROJECT HISTORY

Intuitive Servicing Portal (ISP) – Global Internal Platform Transformation

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

- 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 pre and post product 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 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 leveraging shared design libraries, visual hierarchy principles, and brand-aligned UI components.

Membership Rewards Journeys – Points Redemption Experiences

UI Designer | February 2023 – May 2024 | American Express

- Owned end-to-end design of five high-impact redemption/ 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 through the application of accessibility standards, design systems, and reusable UI components.

Compliance Study – UK and Canada Regulatory Requirements

UX Researcher | June 2024 – August 2024 | American Express

- Led compliance research for 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 modifications that enabled ISP experiences to scale globally while remaining legally compliant and user-friendly.

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 ensure authentication and cancellation flows adhered to market-specific regulations while minimizing service disruptions.
- Improved servicing efficiency by standardizing authentication and card management interactions, reducing task completion times for Customer Care Professionals (CCPs).