

Tristan Machado

UX Researcher/ UI Designer

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Multidisciplinary UX Researcher and UI Designer with 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.

EXPERIENCE

UX Researcher/ UI Designer • American Express

Intuitive Servicing Portal (ISP) – Global Internal Platform Transformation

UX Researcher / UI Designer | November 2022 – August 2025

- Designed and delivered over a dozen high-impact journeys improving efficiency and reducing “step-out” actions while ensuring alignment with brand identity and user needs.
- 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 40+ CCPs to uncover pain points pre and post product launch.
- Managed multiple simultaneous research and design projects, coordinating with cross-functional teams to ensure seamless delivery of user-centered solutions.
- Maintained consistency and accessibility across the platform by leveraging shared design libraries, visual hierarchy principles and brand-aligned UI components.
- Translated research insights into actionable recommendations and presented findings to stakeholders through compelling reports, presentations, and workshops.
- Applied information architecture, color theory, spacing, and typography principles to create visually engaging and functional high-fidelity interfaces.

Membership Rewards Journeys – Points Redemption Experiences

UI Designer | American Express

- Streamlined multi-step redemption and refund workflows into intuitive single-journey task flows, reducing average call handling time by eliminating redundancies.
- Created detailed design documentation and handoff specifications to streamline developer implementation and reduce iteration cycles.
- Partnered with cross-functional teams to embed contextual CHC (Customer Help Center) resources directly into MR journeys, eliminating “step-out” actions and decreasing servicing time for CCPs.
- Delivered designs adaptable for multiple markets, factoring in regulatory, localization, and translation requirements.

Security & Servicing Journeys – Authentication & Card Management

UI Designer | American Express

- Designed journeys for user manual authentication utilizing third-party tools like LexisNexis for social security checks and government ID validation, increasing identity verification accuracy, while reducing potential fraudulent interactions by 20%.
- Created secure push authentication designs, allowing the internal portal to send real-time notifications to the phone number on file, increasing successful identity confirmations.
- Collaborated with cross-functional teams, including security and compliance, to ensure all design solutions met regulatory standards.
- Conducted user testing to refine authentication flows, achieving a 50% increase in user satisfaction ratings regarding the verification process.

TOOLS/ SOFTWARE

- Figma / Fijam
- Sketch
- Jira / Confluence
- Optimal Workshop
- Asana
- Maze
- Qualtrics
- Airtable
- Mural
- InVision
- Slack
- Survey Monkey
- Google forms
- Canva
- Google Analytics

UX SKILLS

- Interaction Design
- Design Accessibility
- Affinity Mapping
- Competitive Analysis
- 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
- A/B Testing

SOFT SKILLS

- Interpersonal
- Team Leadership
- Problem Solving
- Resourceful
- Empathy
- Adaptability
- Open-Minded
- Critical Thinking

EXPERIENCE

Compliance Study – UK and Canada Regulatory Requirements

UX Researcher | 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.
- Collaborated with global compliance teams to adapt flows for UK and Canadian markets, ensuring adherence to regional regulations without compromising usability.

A/B Testing – Global Alerts Usability

UX Researcher | American Express

- Conducted comprehensive usability and A/B testing to evaluate alert designs, focusing on user comprehension and interaction.
- Identified pain points in alert identification and message clarity, resulting in a 30% increase in user recognition of critical alerts.
- Assessed user comprehension of alert meanings and priority levels, discovering design variations that enhanced priority differentiation by 15%.
- Analyzed user decision-making processes for alert actions to reveal insights that informed contextual and visual design adjustments, improving task completion rates.
- Collaborated with designers and product teams to iterate on design solutions, ensuring that feedback loops led to more intuitive user experiences.
- Delivered detailed research reports and interactive prototypes highlighting user insights.

UX Designer/ Project Manager • 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.
- 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.
- Designed wireframes and high-fidelity mockups for key pages, emphasizing usability, accessibility (WCAG compliance), and brand consistency.

Social Media Project Manager/ User Research • 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 social media metrics and trends to identify optimal posting times, content themes, and interaction styles that maximize user engagement.
- 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.
- Managed a team of 5 to create original, consumer-facing digital content, moderate community interactions and boost sales conversions.

EDUCATION

User Experience Design Immersive

General Assembly | Remote
March - June 2022 | 480 hours

REFERENCES

Teresa Shen Swingler
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