

Tristan Machado

UX Researcher/ UI Designer

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Empathetic and solution-oriented UX Designer with 3+ years of experience crafting intuitive, user-centered interfaces. 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

- Designed and executed mixed-method research studies and discussion guides to uncover user needs, pain points, and behaviors.
- Created high-fidelity user interface designs 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 visual hierarchy, color theory, spacing, and typography principles to create visually engaging and functional interfaces.
- Built and maintained a comprehensive repository of UX research artifacts, ensuring easy access to valuable information for all team members.
- Maintained the use of design components and patterns within shared libraries to support scalable, consistent design execution.

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.
- Developed customized website solutions, including wireframes, design mockups, and interactive prototypes tailored to client needs.
- Managed stakeholder communications, timelines, and budgets across multiple concurrent projects while maintaining high client satisfaction.

Social Media Project Coordinator • Letsfit LLC.

June 2020 - May 2021

- Identify target audience and key segments through in-depth analysis of market trends.
- Define user motives, habits and scenarios through the use of user personas.
- Analyze competitor brands to identify social media habits and gaps in market.
- Set clearly defined goals to drive customer retention, brand awareness and social media traffic.
- Facilitate 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) – Internal Systems Uplift

Researcher/ UI Designer | November 2022 - August 2025 | American Express

- Curated detailed interview guides, screeners, and reporting templates to ensure repeatability and transparency for stakeholders.
- Designed and moderated remote usability tests with 30+ participants across different user segments to validate new navigation patterns.
- Owned end-to-end design of 10+ native experiences, including multi-market solutions requiring localization and language translation for global audiences.
- Synthesized qualitative data into actionable insights that shaped the product roadmap and design priorities.
- Partnered with Product Owners and Developers throughout the design lifecycle to align on user needs, technical feasibility, and final execution.

Decatur Healing Arts (DHA) – Website Redesign

UX/ UI Designer | June 2022 | General Assembly

- Performed a comprehensive UX audit of the existing site, identifying pain points related to navigation, content hierarchy, and conversion flow.
- Designed user-centered solutions informed by heuristic evaluations, qualitative interviews, card sorting, and competitive/comparative analysis, synthesizing insights into actionable design strategies.
- Created a high-fidelity prototype by leveraging mood boards, typography, and visual direction, refining the design through iterative usability testing and stakeholder feedback.
- Redesigned desktop website to increase online bookings and reduce inquiry-related phone calls, directly supporting company goals through improved usability and streamlined user flows.

Redwood Hills Investment – Website Redesign

Project Coordinator/ UX Designer | May 2022 | The Brand Hub LLC.

- Conducted stakeholder interviews and workshops to align business goals, user needs, and technical constraints.
- Designed wireframes and high-fidelity mockups for key pages, emphasizing usability, accessibility (WCAG compliance), and brand consistency.
- Collaborated with developers to ensure responsive design implementation across devices and browsers
- Provided strategic SEO and UX recommendations to improve site discoverability and performance.

Bicycle Space – Website Redesign

UX Researcher | April 2022 | General Assembly

- Designed and distributed a screener survey to recruit qualified participants, and developed a structured interview guide to collect reliable, relevant insights from the target user group.
- Collaborated in whiteboarding sessions to co-create user personas, map pain points, and ideate user-centered solutions grounded in research findings.
- Created low- to mid-fidelity wireframes and mobile-responsive layouts in Figma, aligning design decisions with usability principles and user needs.
- Synthesized interview data and usability feedback into actionable design recommendations, contributing to a prototype that addressed key user challenges and improved task success rates.

Chop Suey Books – Website Redesign

UX Researcher | April 2022 | General Assembly

- Designed and conducted an open card sorting exercise to uncover users' mental models and inform a more intuitive navigation structure for an e-commerce bookstore.
- Mapped user journeys and task flows for three core checkout scenarios, identifying friction points and proposing streamlined, conversion-focused design solutions.
- Integrated accessibility standards (WCAG) and UX best practices into the site redesign, ensuring an inclusive experience while preserving brand consistency.