

Mario F. Machado

Design Manager — Enterprise SaaS, Product & Workflow Systems

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Executive Summary

Design manager specializing in enterprise systems, platform UX, and scalable design infrastructure across SaaS, fintech, cybersecurity, and digital commerce environments. Known for building sustainable design systems, aligning product and engineering workflows, and establishing operating models that enable teams to deliver complex platforms efficiently. Experienced leading multidisciplinary teams, partnering with executive stakeholders, and translating business strategy into durable product and experience architecture.

Leadership Philosophy

Focus on building scalable systems over one-off solutions. Prioritize sustainable componentization, early engineering alignment, and transparent decision-making. Balance rapid delivery with long-term platform integrity through workflow design, governance, experimentation, and cross-team collaboration.

Magic Button Labs

Head of Design • Mar 2025 – Present

Returned to lead brand positioning and product design for ScaleKits, a B2B SaaS productivity application, driving go-to-market strategy and product marketing design.

- Assessed and refined product positioning for ScaleKits, aligning the offering with its target market
- Led brand identity and marketing design to support go-to-market execution
- Designed product marketing materials and pitch assets supporting strategic partnership development

Warner Bros. Games

Lead UX Designer • Mar 2023 – Mar 2025

Led platform roadmap and cross-functional delivery for a direct-to-consumer web commerce initiative, aligning offshore development, Xsolla partnerships, and 50+ departmental approvals per IP across 6 storefronts.

- Led UX strategy for enterprise web commerce and identity platform supporting 10M+ MAU
- Built 6 storefront implementations; 3 publicly launched during tenure
- Created reusable templates enabling rapid deployment of future storefronts
- Supported experimentation roadmap across storefront UX (4-12 experiments)
- Aligned product, engineering, and analytics roadmaps for monetization optimization
- Contributed to platform architecture enabling reusable identity and purchasing experiences

Magic Button Labs

Head of Design • Dec 2021 – Mar 2023

Joined as employee #3, leading brand architecture and product concept development across 5 early-stage SaaS initiatives, with a focus on building cohesive identity systems and scalable design infrastructure.

- Designed brand system for Magic Button Labs and all product lines
- Establishing visual and design language used across all concepts

- Led product design for Klutch, a hybrid waterfall-to-agile process management tool
- Contributed to product ideation, concept development, and early UX for all 5 internal ventures
- Supported Datakwip workflow design as a parallel engagement

Chromatic Games

Producer (Head of Product & Creative Operations) • Jan 2020 – Dec 2021

- Managed 12 direct reports and 18 cross-functional contributors
- Owned hiring, budgets, performance management, and operational planning
- Led multi-platform product launches and live-service scaling
- Implemented hybrid delivery model bridging design, engineering, and production
- Collaborated directly with CEO on roadmap prioritization and execution strategy

Proofpoint (ObserveIT)

Design System Manager • Jan 2019 – Jan 2020

- Built enterprise design system for customer-facing insider-threat SaaS platform
- 3 of 6 applications adopted system; flagship product built on system (100% adoption)
- Enabled rapid white-label deployment and brand propagation across product surfaces
- Supported product maturity during acquisition period
- Partnered with engineering and product to drive system governance and scalability

X-Silium

Founder & Product Design Lead • Jun 2015 – Jan 2019

- Led enterprise UX engagement within Liberty Mutual innovation labs
- Designed standardized innovation pipeline with milestones, funding tiers, and evaluation criteria
- Aligned stakeholders and enabled transparency across idea lifecycle
- Mentored researchers and guided UX practices across innovation teams

Selected Impact

- Architected scalable enterprise UX systems supporting monetization and platform growth
- Built design systems adopted across SaaS, security, and digital commerce environments
- Improved coordination between design and engineering through integrated workflow models
- Enabled organizational readiness for acquisition through brand, systems, and product restructuring
- Guided enterprise teams through innovation process redesign and operational maturity

Additional Experience

- The Big Studio: Enterprise fintech UX (Merrill Lynch) • Jun 2012 – Jun 2015
- Hard Rock International: Standardized global email platform for 200+ locations • Jun 2010 – Jun 2012
- Alternative Image: Designed 50+ websites under legacy browser constraints • Jan 2008 – Jan 2010

Certifications

Certified ScrumMaster (CSM) - Scrum Alliance