RESUME

Mario F Machado

Producer and UI/UX Lead

Career Summary

A creative leader with over 14 years of experience producing intuitive interfaces for video games and enterprise-level applications. Adept at building and mentoring in a fast-paced, radically candid work environment. He is accomplished at implementing innovation processes and installing robust design systems. Mario frequently acts as a bridge, translating ideas between the design, development, and executive teams.

Work Experience

DESIGN AND BRANDING CONSULTANT
2021—Present | Magic Button Labs

- Helped define the company direction to capture their first client; continued to grow and hone their reputation in order to land their first $100k+ client.
- Assisted in developing and executing market research studies for all products.
- Worked with our teams to sculpt unique and enticing products, overcome complex problems, and test product reception; all while navigating deadlines.
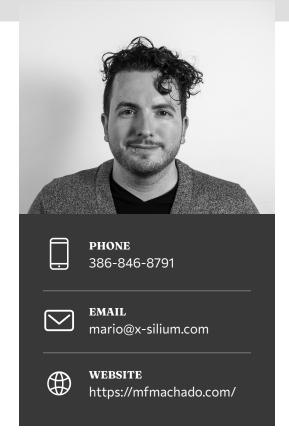
SOLE PROPRIETOR / LEAD PRODUCT DESIGNER
2011—Present | X-Silium, LLC

- Established and administered annual budget with effective controls to prevent overages, minimize burn rate, and support sustainability objectives.
- Stayed current with market trends to determine optimal pricing of goods and services in order to capitalize on emerging opportunities.
- Consulted with customers to assess needs and propose optimal user interface and user experience solutions.

PRODUCER / CREATIVE MANAGER
2020—2021 | Chromatic Games

- Overhauled the visual aesthetic for Dungeon Defenders: Awakened while remaining conscious of various cross-platform requirements.
- Ensured adherence to schedules and budgets, across multiple projects simultaneously, through enforcement of milestones.
- Managed and facilitated communication and support across multiple teams. Ensured employees had the resources needed to be productive and happy.
- Identified and took ownership of unassigned responsibilities that lie within the scope of active projects.

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WEBSITE
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Skills

LEADERSHIP

- Project Management
- Client Pitches
- Brainstorm Sessions
- Creative Feedback
- Mentorship
- Recruitment

SOFTWARE

- Adobe Creative Suite
- Figma
- Sketch
- JIRA
- Lucidchart
- Microsoft Office

Throughout my career I've worked with many different prototyping and wireframing tools. In order to avoid an exhaustive list, I've kept the list to just a few of my favorites. If you use a different tool that works well in your workflow, I would be happy to learn it.

Mario F Machado

PRODUCER & UI/UX LEAD

Work Experience (Continued)

SENIOR SYSTEMS DESIGNER
2019—2020 | ObserveIt/Proofpoint

- Designed and developed a holistic design system, creating a single repo to review and leverage existing components, widgets, and HTML/SCSS styles.
- Leveraged BEM methodology to create an organized architecture throughout the enterprise-level application and connected design system.
- Ran daily Scrum meetings for engineering and design teams, making quick but thoughtful decisions where needed when teams were blocked.

LEAD UI/UX DESIGNER
2018—2019 | Cambridge Biomarketing

- Led pitch meetings and brainstorming sessions on behalf of the company for important clientele, cultivating and strengthening lasting client relations.
- Designed and developed responsive websites for clients which increased lead generation and customer conversions.
- Created wireframes, storyboards, and visual designs for campaign websites.

LEAD UI/UX DESIGNER
2016—2017 | Liberty Mutual Insurance

- Created a process for the Innovation Labs which set a clear outline of what is needed to move an idea from a singular thought to an independent company.
- Trained entry-level data analysts on company protocols, best practices and procedures regarding user testing and analysis.
- Developed branding, campaigns, and specific marketing strategies.

UI DESIGNER
2014—2015 | Trendy Entertainment, Inc.

- Designed 9-sliced raster UI components (ex. menus, stats and inventory screens, and HUD elements) for Dungeon Defenders 2 on Steam and PS4.
- Leveraged Steam Early Access to test and iterate on the user experience, making for a more engaging, collaborative process with our customers.
- Co-led creative brainstorming sessions meant to leverage employees' ideas regarding how to enhance the product with additional features after launch.

SENIOR VISUAL DEISGNER / LEAD UI/UX DESIGNER
2012-2015 | The Big Studio, LLC

- Formally mentored junior designers and user experience interns in UI/UX best practices, process, and methodology.
- Took ownership of entire projects, coordinating and tracking schedules, identifying current and future risks, and troubleshooting communication.
- Organized and facilitated Agile meetings, including: sprint planning, daily standups, check-ins, and retrospectives.

ADDITIONAL EXPERIENCE INCLUDES WEB DESIGN POSITIONS
2009-2012 | Hard Rock Corporate and Alternate Image, Inc.

Skills (Continued)

DESIGN

- User Interface
- User Experience
- Web and Email Design
- Design Research
- Wireframing & Prototyping
- Information Architecture
- Art Direction
- UE3/UE4 Asset Creation
- Vector-based Graphics

OTHER

- Business Strategy
- Process Strategy
- Marketing
- Storyboarding
- HTML/SCSS
- Email Development
- Music Licensing
- Contract Writing