

Mario F. Machado, CSM

Senior Producer & Product Leader

Professional Summary

Innovative Senior Producer and UX Lead with extensive experience in digital product development, specializing in gaming platforms, design systems, and cross-functional team leadership. Proven track record of driving revenue optimization, implementing cutting-edge methodologies, and delivering high-impact digital solutions across multiple platforms.

Professional Experience

MARCH 2023 — PRESENT

Lead UX Designer | WB Games

- Developed and executed a comprehensive mobile monetization strategy, resulting in a 25% revenue recovery for Game of Thrones: Conquest, among other titles.
- Led cross-functional teams to implement new purchase flows and user engagement features
- Directed relationship with Xsolla, which directly increased our games' overall revenue
- Developed comprehensive competitive analysis of mobile gaming web store ecosystem
- Created modular implementation framework for web stores across multiple game titles

MAY 2021 — PRESENT

Creative Consultant | Magic Button Labs

- Drive product strategy and design direction across multiple digital products
- Conduct comprehensive user research to inform product development decisions
- Lead production of responsive websites, sales materials, and brand assets
- Collaborate with stakeholders to define and execute product roadmaps

MARCH 2020 — NOVEMBER 2021

Producer | Chromatic Games

- Headed the multi-platform launch of "Dungeon Defenders: Awakened" across Xbox, Nintendo Switch, PC (Steam and Humble Bundle), and PlayStation
- Managed and mentored a cross-functional team of 18 employees across the Art, Marketing, and Customer service departments of a small indie company (~30 employees)
- Led relationships with game distribution platforms, external partners, and PR teams
- Redesigned and implemented new user interface systems to enhance player experience
- Established production pipelines and workflows for efficient content delivery

FEBRUARY 2019 — FEBRUARY 2020

Senior UI/UX Designer | Proofpoint

- Ran development of enterprise-level design system for B2B security applications
- Implemented a robust white-labeled cloud security solution using advanced SCSS
- Coordinated with the engineering team to ensure successful feature delivery

JUNE 2011 — PRESENT

Business Owner | X-Silium, LLC

- Handled the end-to-end production of digital products for high-profile clients, including XPO Logistics, Bank of America, and Liberty Mutual Insurance.
- Built and led teams of contractors while managing project budgets and timelines
- Developed comprehensive product strategies through user testing and market research
- Created scalable design systems and brand identities for mobile and web platforms

JUNE 2012 — NOVEMBER 2015

Lead UI/UX Designer | The Big Studio, LLC

- Led production for major financial sector clients, including Merrill Lynch, New York Life Insurance, and Putnam Investments
- Managed and mentored a team of five designers and developers using Agile methodology
- Facilitated workshops and strategic planning sessions with stakeholders
- Oversaw development of user personas and high-fidelity product designs

JAN 2008 — JUNE 2012

Additional Experience

- Hard Rock® International and Alternate Image, Inc.

Production Skills

- Agile/Scrum Project Management
- Team Leadership & Mentoring
- Product Roadmap Development
- Sprint Planning & Execution
- Stakeholder Management
- Resource Allocation
- Risk Management
- User Research & Testing
- Release Management

Technical Expertise

- Game Development Platforms
- Mobile-First Design
- UI/UX Design Systems
- Adobe Creative Suite
- Figma & Prototyping Tools
- HTML & SCSS
- Jira & Confluence