Susana MACHADO

Product Designer

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Profile

I am a product designer with over 12 years of experience and a strong passion for design strategy. My focus is on understanding the needs, gains, and pain points of users and businesses in order to provide a recommendation or solution plan that reflects their perspectives.

I take great pride and enjoy collaborating with my clients and colleagues. I believe that working together can make the experience much more enjoyable.

Skills

Hard skills:
User Experience (UX) Architect, User Interface (UI), and Visual Designer.

Soft skills:
Problem-solving, detail-oriented, team player, leadership, effective communication, critical thinking, people management, stakeholder management.

Languages:
English and Spanish.

Design tools:
Figma, Sketch, Axure, In Vision, Adobe XD, Illustrator, Photoshop, and InDesign.

Methodologies:
Design Thinking, User-Centered Design, and Agile.

Frameworks:
Material Design and Bootstrap.

Experience In

Research:
Benchmarking, heuristic analysis, research plans, surveys, stakeholder interviews, user interviews, business analysis, existing product analysis, journey mapping, personas, ethnographic studies, and HMW statements.

Interaction design:
Requirements gathering, concept ideation, Pugh Matrix, information architecture, lo-fi and hi-fi wireframes, task flows, user flows, visual design, style guides, design systems, prototyping, designing and redesigning native mobile apps, mobile web apps, and desktop web apps.

Testing:
Usability testing, testing synthesis, and research report.

Education

CERTIFICATION
MAY 2022 – JUN 2022

LUMA INSTITUD
Human - Centered Design

BACHELOR'S DEGREE
SEPT 2007 – JULY 2012

SUPERIOR INSTITUTE OF DESIGN IN CUBA (ISDI)
Visual Design

CERTIFICATION
FEB 2019 – JUN 2019

SPRINGBOARD
UX Design

VOCATIONAL AND TECHNICAL EDUCATION
SEPT 2004 - MAY 2007

POLYTECHNIC INSTITUTE FERNANDO AGUADO Y RICO
Technical Computing, Specialization in Digital Realization and Digital Design

OTHER CERTIFICATIONS

- New Manager Foundations
- Critical Conversations
- Coaching and Developing Employees
- Overcoming Perfectionism
- Decision-Making in High-Stress Situations
- Building Your Team
- How to Support Your Employees' Well-Being
- How to Create a Perfect Elevator Pitch
- Presentation Tips for Pitching to Investors
- Leadership Toolkit- Facilitating a Workshop
- The Secrets to Success at Work
- UX Metrics
- UX Design Ops
- Mastering Self-Leadership
- Human-Centered Leadership
- Managing for Results
- Humble Leadership- The Power of Relationships, Openness, and Trust
- Figma for UX Design
- Sketch Essential Training
- Sketch for UX Design
- Adobe XD
- UX Design
- Storytelling for Change
- Basic Photography
- Advance Photography

COX AUTOMOTIVE

Lead UX Architect
FEB 2021 – PRESENT

- Responsible for providing strategic leadership across software engagements, identifying areas for improvement, and taking action accordingly.
- Manage ongoing projects and planning for new ones, ensuring quality deliverables and on-time project delivery.
- Mentor the User Experience Interaction team, which comprises both senior and junior members, understanding their strengths and weaknesses to assign projects accordingly and support them in any potential area of improvement to make them grow as professionals.
- Educate team members outside of the UX team about the UX process, its importance, and how it can be used to achieve project goals.
- Encourage open discussions and collaborations to simplify routines and processes, learn what works, and find creative ways of implementing new technologies, systems, and procedures.
- Implemented a clear and effective UX process across all the UX teams, which has significantly improved collaboration between the UX, Product, and Development teams.
- Developed a framework to document UX requirements, which has been implemented across all the Cox Automotive UX release trains. This methodology serves as a source of truth for reviews and planning.
- Developed and implemented the Design Ops framework, which helps the UX team gather essential information for project success and align on roles and responsibilities, business problems, goals, metrics, and more.

Senior Product Designer
FEB 2021 – JUN 2021

- Responsible for overseeing the UX interaction and UI design of all Recon's applications.
- Understand the needs of our customers and guide them through each stage of the product design and development process, ensuring that their ideas are transformed into genuine products.
- Collaborate closely with the research team to conduct interviews, affinity diagrams, empathy mapping, personas, user stories, and usability testing.

GENERAL MOTORS - PEOPLE TECH GROUP

Lead Product Designer - RTOS Team
MAR 2020 - FEB 2021

- Responsible for mentoring the software and design teams during the development of vehicles for 2023 and 2024. My goal was to ensure that the product's design and user experience were among the best.
- Created and implemented the "In-depth Analysis" framework. This framework helped us to identify any gaps between the design specifications, high-fidelity wireframes, and the final implementation of the vehicle's software.

Product Designer
JAN 2019 - MAR 2020

Product Designer of the Settings application for 2022, 2023, and 2024 vehicles. In charge of the creation, documentation, implementation, and maintenance of the application features.

Some of the projects I am proud of:
- V2X (Vehicle-to-Everything solution), allows vehicles to communicate with and surrounding infrastructure, creating a fully integrated and intelligent traffic system.
- Integration of Google Settings into GM Infotainment Systems.
- Redesign of the ambient lighting user experience and interface for vehicles of 2023 and beyond.
- Conversation enhancement user experience redesign for 2023 and beyond.

XML Lead & UX Designer
SEP 2017 - JAN 2019

- XML Team Lead and User Experience Designer of 2018, 2019, 2020, and 2021 GM's vehicles.
- In charge of XML implementation and QA of the following apps: Cluster, Settings, Updater, Connection Manager, Devices Projection, Safety, Seat Status, Drive Mode, and My Mode.
- Responsible for the creation and maintenance of the GM iconography system for vehicles from 2020 to 2022.

START MY LEASE

Lead Product Designer
JUN 2020 – FEB 2021 (PART-TIME)

PATRICIA E.U FOUNDATION

Creative Director
MAR 2016 – JAN 2017

RADIOCUBA

Graphic Designer
SEPT 2012 - OCT 2014

RCC WEB MEDIA AGENCY

UX/UI & Front-End Developer
JAN 2017 – AUG 2017

AQUATTRO

Product Designer
NOV 2014 – MAR 2016