Eddie Machado
Amsterdam, NL

Honest & Practical Design Leadership

Specializing in Design Systems and Design Ops, I've always loved building functional foundations that set design teams up for success.

Currently

Lead Designer

Lokalise • 2023 - present • Remote

Working to rebrand, redesign, and launch our new product vision. This includes creating and documenting a Design System, product & design principles, and organizing rituals and operations for the product design team.

✦ Design Systems   Design Docs   Figma   Storybook   AI   UI Design   UX Design

Design Lead

The Defiant • 2021 - 2023 (Contract) • Remote

Responsible for refreshing The Defiant's branding and creating a Design System for the network of products. I then worked with a team of 4 engineers to craft a dashboard for traders and built a funnel to help guide users through the suite of products.

✦ Design Systems   Figma   Developer Tools   Branding   UI Design   UX Design   Design Ops   Management

Lead Designer

Hotjar • 2020 - 2022 • Remote

I helped build and document Hotjar's first Design System and crafted processes and rituals to improve the efficiency of the design team. I was also the liaison between Brand and Product during the company's first rebrand. I then moved to support internal teams managing 3 designers across 3 different squads.

✦ Design Systems   Design Docs   Figma   Storybook   Zeroheight   UI Design   UX Design   Management

Senior Designer

Poki • 2019-2020 • Amsterdam, Netherlands

Creating a Design System for both sides of our product (Users & Developers). This meant keeping our fun playful brand in-tact while creating a developer focused dashboard for creators to help track their game's performance.

✦ Design Systems   Design Docs   Figma   Storybook   Sketch   UI Design   UX Design   Developer Tools

Senior Designer

Booking.com • 2016 - 2019 • Amsterdam, Netherlands

Working primarily on the Property page within Booking's mobile apps, our team was responsible for increasing conversion rates through experimentation. This meant co-ordinating across 24 teams, all looking to make adjustments within the user flow.

✦ App Design   Design Docs   Figma   Sketch   Management   UI Design   UX Design   Branding

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A bit about me...

I'm originally from Miami but have lived around the world, eventually landing in Amsterdam.

My next role...

I work best with teams that have outgrown their current skin and are looking for ways to manage the chaos that comes with rapid growth. I want to help your team focus on the real problems by automating the mundane day-to-day distractions.

Management experience

I've had the luxury of working with really talented teams. From leading teams of product designers to working with stakeholders planning long term strategies, my focus is always on people. Company culture and values are very important to me.

IC vs management

Systems and processes are my bread and butter, but I'm not afraid to help with IC where I'm needed.