

# Tiago Machado

## Designer, Maker & Educator.

I'm a seasoned design leader and educator, packing 14+ years of experience in the digital product, service and experience design field. My sweet spot is where design, technology and business collide.

### Overview

#### Roles & Practices

As a manager I have extensive experience leading teams, products and practices in several contexts. My main focus revolves around devising high-conversion end-to-end omnichannel experiences, developing and championing high-level design vision and strategy, spearheading design languages and systems, and setting and streamlining design operations. As an individual contributor my experience span from branding and editorial to product and service design.

#### Clients & Companies

From a Fortune Global 500 company to one of Europe's foremost STEAM universities, all the way down to a Government Foundation, a National Newspaper, SMEs, startups and independent professionals.

#### Markets

Broad experience working in agency and in-house settings for B2B and B2C businesses, on horizontal and vertical markets. Areas span from automotive and mobility to education and media, amongst others.

### Experience

Since 2019  
**Senior Product Designer**  
Digital Innovation Labs,  
Volkswagen Group

Since 2019  
**Co-Founder**  
Booom

Since 2015  
**Course Director,  
Digital Experience Design**  
Faculty of Fine Arts,  
University of Lisbon

2013 – 2019  
**Head of Design and Multimedia**  
Instituto Superior Técnico,  
University of Lisbon

2010 – 2012  
**Designer**  
Instituto Superior Técnico,  
University of Lisbon

2008 – 2009  
**Designer**  
Seara.com

2007 – 2008  
**Designer**  
Público

### Education

Student since 2016  
**Doctor of Philosophy (PhD),  
Communication Design**  
Faculty of Fine Arts,  
University of Lisbon, Portugal

2015  
**Master of Fine Arts (MFA),  
Communication Design  
and New Media**  
Faculty of Fine Arts,  
University of Lisbon, Portugal

2006  
**Bachelor of Arts (BA),  
Graphic Design and Advertising**  
School of Management  
and Industrial Studies,  
Polytechnic Institute of Porto, Portugal