

Carlos Machado

Senior Product Designer

Product Designer with 20+ years across advertising, UX/UI, and marketing technology. I design digital products and build the systems around them: interface, data, automation, and AI. Also active as an independent digital consultant helping companies strengthen their digital presence and martech strategy.

📞 +55 11 98100 1575

✉️ contato@carlosmachado.co

🌐 carlosmachado.co

🔗 /kkmachado

📄 in/carloshenriquemachado

WORK EXPERIENCE

Senior Designer and Martech Manager

MAY 2024 – PRESENT

CARBON Blindados

- Lead product and UX/UI design across the company's digital ecosystem — from customer-facing experiences to the internal tools used by the sales and marketing teams
- Own the brand's visual identity and design language across every digital touchpoint
- Bridge design and marketing technology: architect CRM workflows, marketing automation, and AI-driven lead qualification for WhatsApp and other channels
- Design and maintain the data pipelines and analytics dashboards that turn marketing and sales data into decisions
- Partner with leadership and cross-functional teams to align design, data, and business strategy

UX/UI Head Designer

MAR 2021 – MAR 2024

NAVA | Technology for business

- Worked closely with the team to ensure final deliverables met company standards and expectations
- Developed concepts in collaboration with Product Owners, Product Managers, Tech Leads, and other designers
- Presented to and aligned with stakeholders at all levels
- Led the design team across multiple concurrent projects and timelines
- Mentored junior designers, developing their skills and safeguarding quality across visual and experience design

Senior Designer

NOV 2019 – FEB 2021

NAVA | Technology for business

- Developed concepts in collaboration with the CMO, copywriters, and art directors
- Delivered design work that met the company's standards and expectations

Art Director

APR 2011 – OCT 2019

F&Q Brasil (M&C Saatchi Group)

Led point-of-purchase and endomarketing campaigns, graphic design, promotional branding, and below-the-line communication for brands including Bradesco, Caloi, and ZF, as the agency scaled within the M&C Saatchi group.

Carlos Machado

Senior Product Designer

✉ contato@carlosmachado.co
🌐 carlosmachado.co

WORK EXPERIENCE

Art Director

APR 2006 – MAR 2011

Fabra&Quinteiro

Created graphic design, promotional branding, and endomarketing campaigns across retail and corporate accounts, laying the foundation for a partnership that later continued as F&Q Brasil.

Art Director

JUL 2004 – OCT 2005

Época Comunicações

Created endomarketing campaigns, graphic design, promotional branding, hotspots, email marketing, and below-the-line communication for companies such as AMD, OKI, APC, AOC, and COMDEX.

Art Director

JAN 2003 – JUN 2004

Botelho Publicidade

Created institutional and retail advertising for companies such as SKILL, Chevrolet Viamar, Da Vinci Fiat, Bar des Arts, and Andiamo.

Art Assistant

MAY 2001 – DEC 2001

DM9DDB

Designed web banners and hotspots, and adapted offline campaigns for digital, for clients including Itaú, TAM, Philips, Shopping Iguatemi, and ANEEL.

EDUCATION

Bachelor of Fine Arts, Advertising and Marketing (1999 - 2003)

Escola Superior de Propaganda e Marketing - ESPM

Designing for the User Experience

ESPM - Innovation and Creativity Center

EXPERTISE

Product Design

UX/UI Design

Design Systems

Art Direction

Branding

Graphic Design

Marketing Automation

CRM

Data & Analytics

AI-driven Workflows

Martech