ETHAN MACHADO **DESIGN LEADER & CONTENT STRATEGIST**

0 773-475-1515

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\Box **WORK EXPERIENCE**

DIRECTOR, EXPERIENCE DESIGN 2012-2021

Digitas, Chicago, IL

2016

2015

2012 •

2012-2015

Led and managed teams of designers on digital discovery, web, app and 2016-2021 ecosystem projects within agile sprint framework; wrote and edited thought leadership newsletters, case studies, onboarding docs and award submissions; spearheaded operational improvements for the XD department

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Discover. Hypothesize. Visualize. Refine. A lifelong learner with a love of all things digital, I push ideas and projects forward, collaborating and iterating with clients and team members to deliver smarter outcomes.

PROFESSIONAL SKILLS

Winner of Emerson Electric "Rockstar" award for guiding internal team and	C
diverse set of external marketing stakeholders through a nine-month web design project and digital governance implementation	D
Winner of Digitas "Unicorn" award for work related to the following projects and pitches: TransUnion blog redesign, eBay blog audit, Emerson Electric	C
content strategy, Taco Bell site audit, John Deere pitch As content strategy lead, created deliverables including site audits, content	C
briefs, content matrices, page tables, strategy decks, and roadmap recommendations; taught internal content strategy lessons as part of XD Academy; presented at UXPA (2013) and IXDA (2014)	H
CONTENT STRATEGIST Humana, Chicago, IL Led team of writers to revise web content to align with new design system and introduce new wellness content and concepts to site experience	ТОС

ONTENT STRATEGY

ESIGN OPERATIONS

OPYWRITING

ONTENT MANAGEMENT

TML/CSS/JS

TOOLSET COMPETENCY

2009-2012 • **DIGITAL PROJECT MANAGER**

Houghton Mifflin Harcourt, Evanston, IL

Managed agile web development and design teams to launch internal and external marketing sites to drive adoption of educational software, including the release of the first iPad app for algebra, HMH Fuse

2008-2009 WEB CONTENT MANAGER

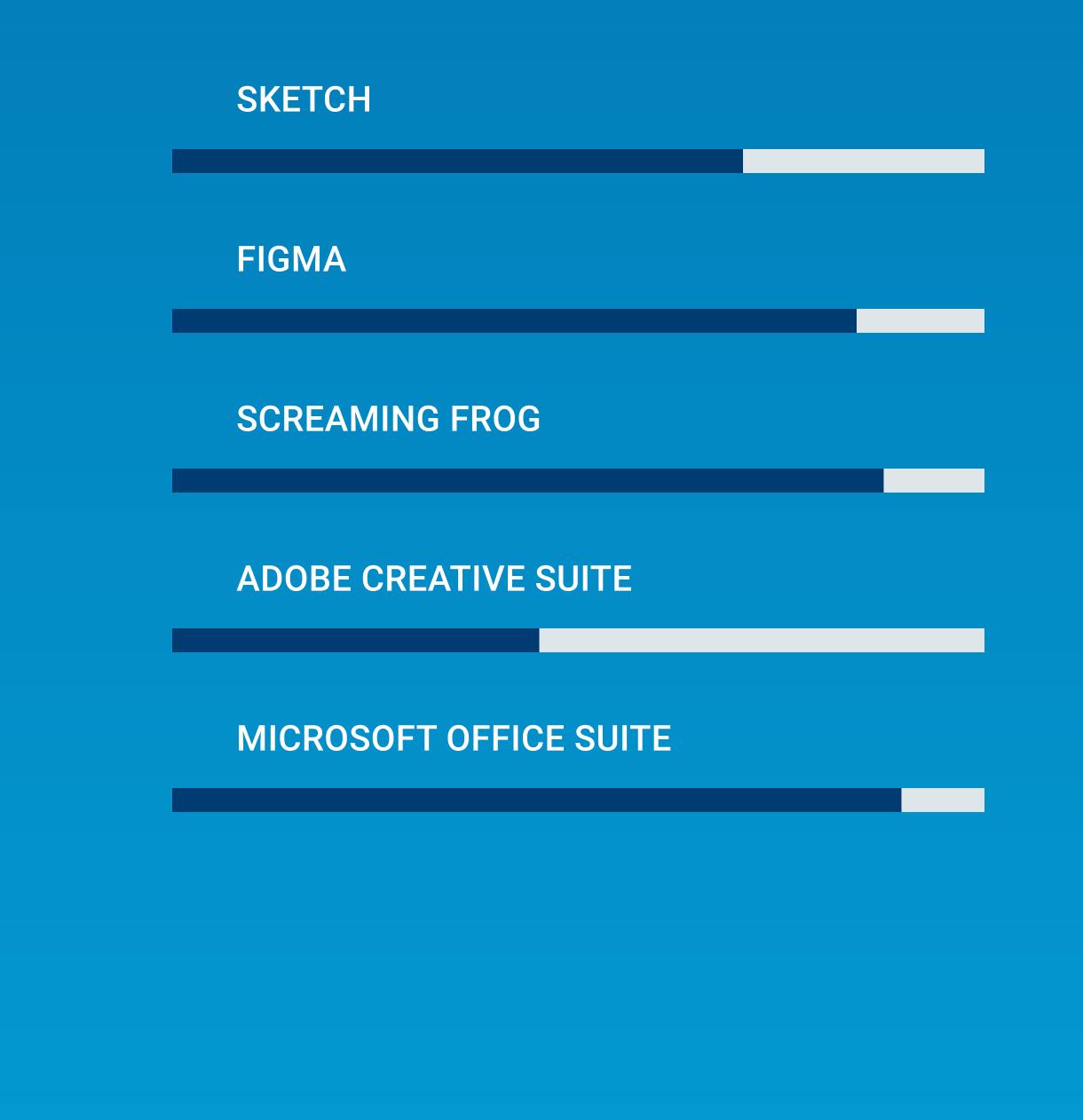
Oprah's Angel Network, Chicago, IL

Wrote and edited articles for Oprah's Angel Network website; helped lead strategic initiative to create Webby-winning community section

2004-2008 **TECHNOLOGY PRODUCER**

McDougal Littell, Evanston, IL

Managed vendors to develop language arts material for classzone.com; coordinated re-licensing and production for MediaSmart multimedia software





BELOIT COLLEGE

Bachelor of Arts, English and History Editor of college newspaper

DEPAUL

Social Media Marketing Certificate

NORTHWESTERN CONTINUING SCHOOL OF STUDIES

Organizational Behavior, Business Law, Corporate Finance

PERSONAL SKILLS