

Guidione Machava

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Hi, I am Guidione Machava

I am a Product Designer with Product Management skills with over 10 years of working experience. I have worked for Shopify - Blockchain team, The World Bank, and a few early-stage startups. I hold a degree in Economics and a not concluded Honours in Interaction Design. I am a passionate design Advocate, I have authored a book, spearheaded conferences, and spoken at multiple events worldwide.

23point5

Lead Product Designer - May 2023 - Present, Montpellier, France

- Helped recruit key team members: designers, marketing leads, and engineers.
- Served as Product Manager, leading a team of 6 engineers, 3 designers, and marketers from the USA to the Philippines being based in France.
- Oversaw product design from concept to launch, including UI, interaction, and visual design.
- Led user research, including interviews and usability testing, to inform design iterations.
- Created a comprehensive design system and interaction design patterns.
- Produced high-fidelity prototypes for stakeholder visualization.
- Directed design reviews, ensured high-quality mockup production, and collaborated on implementation with engineers.

Shopify, blockchain team

Senior Product Designer - May 2022 - May 2023, Montpellier, France

- Acted as trifecta design lead, designed and implemented a solution to assist merchants in selling and distributing NFTs online.
- Designed a sample app that guided third-party developers to create native blockchain applications on Shopify.
- Collaborated with product researchers to understand merchant needs and advocate for them.
- Won the best design token airdropping app during an internal hackathon.
- Represented the company at international design and crypto conferences.
- Led UX initiatives, including design sprints, problem definition, content mapping, sketching, wireframing, and prototyping.
- Conducted low and high-fidelity prototyping and facilitated stakeholder reviews.
- Worked closely with engineers, product managers, and front-end developers to deliver high-quality designs.

Gomarket (Acquired)

Funder and Lead Designer - June 2018 - June 2021, Pretoria, South Africa

- Successfully built a platform from scratch to accommodate and register over 300,000 companies, resulting in significant user growth and market penetration.
- Demonstrated leadership skills by effectively managing a team of designers and developers, fostering collaboration, and driving the achievement of project milestones and deliverables.

- Led the entire product design cycle, from conceptualization to implementation, ensuring the platform's functionality, usability, and visual appeal aligned with user needs and industry standards.

Lepsta Inc

Product Manager - June 2020 - March 2022, Remote

- Supervised a diverse, remote team of developers and designers.
- Collaborated across multiple locations to deliver a top-tier code synchronization tool.
- Tailored product specifically for developers' needs.
- Oversaw comprehensive product implementation.
- Crafted an innovative go-to-market strategy from scratch.

UX/UI -Product Designer - June 2017 - June 2020, Remote

- Conducted extensive market research and competitive analysis, identifying key opportunities and differentiators to position Lepsta as a unique and valuable tool for developers.
- Developed wireframes, prototypes, and mock-ups to effectively communicate design concepts and facilitate early-stage testing and feedback.
- Organized and conducted focused group sessions with early access users, gathering valuable feedback to drive product improvements.
- Designed high-fidelity user interfaces (UI).

The World Bank

Product Manager - June 2014 - May 2017, Maputo, Mozambique

- Collaborated with the World Bank and the Maputo Municipality to create the country's first inclusive smart city platform, facilitating effective waste management solutions.
- Recognized as a case study for the UNESCO-Pearson Initiative for Literacy, highlighting the effectiveness and impact of the MOPA platform.
- Worked closely with the engineering team to translate user requirements into actionable product specifications, ensuring a smooth development process.
- Provided product demonstrations and training sessions to internal teams and external stakeholders, effectively communicating the product's value proposition and features.

Education

**The Open Window Institute,
South Africa**
Honors in Interaction
Design
2019 - 2021

St. Thomas University, Mozambique
Bachelor's in Economics
2012 - 2015
Interaction Design Foundation
(11 courses completed) 2016 - 2017

Volunteering

IxDA Global
Support Team
Interaction 20
Feb - 2020
Milan, Italy

TEDx Pretoria
Support Team
Nov 2018
Pretoria, South Africa

Side projects

World-class Designer
Online design school for
early-stage designers.
Feb - 2020, present
Pretoria, South Africa

Design Sutra (book)
Collection of 40 timeless
design principles
August - 2020
Maputo, Mozambique