

Pamela Andrade

UX Researcher and Designer

About Me

I am a versatile, effective, and highly-skilled professional, passionate about Human-Computer Interaction with a particular focus on User Experience Research and Design. I have contributed for over 7 years to innovative and multidisciplinary projects in the UK.

Skills

User-Centred Design, Human-Computer Interaction (HCI), **User Experience (UX)**, Participatory Design, Interaction Design, Information Architecture, **User Research**, Data Protection Regulations, Agile Environments, Data Collection and Data Analysis, **Qualitative and Quantitative Methods**, Requirements Engineering, **Wireframing**, Prototyping, Accessibility Guidelines, User Journeys, Scenarios, Test Cases, **Usability Testing and Inspection**, Heuristic Evaluations, **Data Analytics**, A/B Testing.

Experience

JULY 2024 - APRIL 2025

Freelance – *UX Consultant*

My current role as a Freelance Consultant consists of providing on-demand support to companies, primarily regarding the topics of User Research, User-Centric Strategies, UX Design, and Product Testing. Some of my contractual responsibilities involve:

- Leading design thinking workshops with a variety of clients and stakeholders.
- Understanding business challenges and goals to structure useful user-centric design strategies.
- Ensuring the compliance of data protection regulations, accessibility standards, and research ethics processes.
- Translating business requirements into design solutions that promote user retention and engagement.
- Providing actionable recommendations based on user research, analytical studies, and competitor analysis.
- Creating wireframes, user journeys, navigation maps, interactive prototypes, and contributing to design systems.
- Preparing, supporting, and overseeing varied user-based events and evaluations.

SEPTEMBER 2021 - JUNE 2024

University of Leicester, P-STEP App – *Research Associate, HCI Lead*

Funded by the European Space Agency (ESA), P-STEP is a multidisciplinary project producing tailored AI-supported air quality information and evidence-based health guidance for users in the UK. My main responsibilities as the HCI Lead of P-STEP included:

- Defining and executing user-centric design strategies throughout the different stages of the project.
- Collaborating with research plans focused on digital health, technology adoption, and user experience.
- Engaging various stakeholders (Developers, Clinicians, Product Owners) and discipline experts (Health Practitioners, Earth Observation Specialists, Behavioural Scientists, Statisticians) in the development lifecycle, to ensure that all designs were implemented according to the required standards, user requirements, evidence-based findings, and market needs.
- Coordinating and partaking in moderated group discussions, interviews, and surveys to gather requirements, as well as conducting user research, contextual inquiry, and document research to analyse trends and user behaviour.
- Translating user and expert needs into actionable recommendations, user journeys, user stories, UML diagrams, test cases, scenarios, personas, and low- and high-fidelity prototypes of the app using Figma.
- Preparing and conducting regular UX evaluations, expert walkthroughs, and unit tests covering 100% of the interfaces.
- Supporting the Evaluation team in the preparation of a 12-week evaluation with an inclusive pool of 93 potential end-users.
- Collaborating with the analysis of user feedback, data analytics, and other quantitative and qualitative data to support and inform the decision-making process and boost end-user engagement.
- Managing and mentoring a group of 4 Junior UX Researchers and Designers on side projects of interest to P-STEP.

JANUARY 2021 - MARCH 2021

University of Leicester, ARETE Project – *Research Assistant*

Funded by the European Union's Horizon 2020, the ARETE Project aims to deliver highly usable, useful and desirable Augmented Reality (AR) technologies and contents, to stimulate their usage in the industry and academia. My work for ARETE consisted of:

- Sourcing and recruiting student and teacher participants, from diverse European and South American countries, for their involvement in a 1-time remote experiment.
- Managing all aspects of the data collection and ensuring consistency across the different languages.

- Utilising both qualitative and quantitative research methods to gather and analyse user responses, ensuring a comprehensive understanding of the data.
- Effectively communicating research findings and actionable recommendations to both expert stakeholders and non-research audiences, tailoring the documentation to suit the audience's level of understanding.
- Publishing and presenting main findings in 2 leading HCI conferences.

JANUARY 2017 - DECEMBER 2019

University of Leicester, GO-LAB Initiative - *HCI Specialist*

Co-funded by the European Commission, the GO-LAB Project promoted the use of interactive technologies to learn and teach STEM subjects. As a member of the HCI team of the project, my duties involved:

- Eliciting requirements from key project stakeholders and end-users in over 15 European countries.
- Preparing and conducting face-to-face events, co-design and participatory design workshops, analytical evaluations, and remote user studies.
- Using a variety of qualitative and quantitative data collection methods to gather input from experts and end-users.
- Triangulating multiple data sources to understand user behaviour and guide new and re-designs.
- Translating user and expert needs into actionable recommendations, user journeys, mock-ups, wireframes, and reports.
- Identifying possible usability problems of the software through cognitive walkthroughs and UX evaluations.
- Communicating findings and recommendations, tailoring the documentation to suit the audience's level of understanding.
- Writing regular internal reports and 5 publications in leading HCI venues.

MAY 2016 - JULY 2016

University of Leicester, School of Computing and Mathematical Sciences - *Research Assistant*

This temporary role at the University of Leicester required me to assist with:

- Sourcing and selecting appropriate participants for a 2-part face-to-face usability and user experience study, ensuring a diverse and representative sample among the 45 slots available.
- Coordinating the logistics of the experiment and ensuring smooth participant engagement.
- Measuring user responses with a variety of innovative methods including brainwave activity to monitor cognitive and emotional responses, and heart rate tracking to assess stress and excitement levels during the interaction.
- Digitally monitoring eye gaze to analyze visual attention and engagement with the various interfaces.
- Collecting self-reported evaluations to understand participants' subjective experience and preferences.
- Analysing data to identify usage trends and usability issues within the software and inform decisions.

SEPTEMBER 2013 - DECEMBER 2014

Arios Hotel - *UX Designer and Data Analyst*

As a UX Designer and Data Analyst at the Arios Hotel, my main responsibilities included:

- Analysing website traffic, user behaviour, and KPMs to optimize digital strategies.
- Developing and implementing online marketing campaigns, including SEO, PPC, email marketing, and content strategy.
- Providing expert guidance on technology solutions and digital transformation strategies.
- Designing, developing, and maintaining 1 hospitality management software for the company.
- Creating intuitive and user-friendly digital experience.

Education

NOVEMBER 2016 - JULY 2021

University of Leicester

PhD in Computer Science / Human-Computer Interaction (HCI)

Contact

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