

PAMELA ANDRADE

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Digital Product Designer and User Experience Specialist with nearly ten years of practice driving user-centric strategies across the full product lifecycle. Proven track record of delivering insights that assist measurable improvements for users and businesses. Expert in influencing the decision-making process through rigorous mixed-methods research. Skilled in stakeholder management, design strategy, product thinking, and translating complex user needs into intuitive digital products through interactive, high-fidelity prototypes and user-centric design. Experienced in leading cross-functional collaboration among interdisciplinary, agile teams, aligning diverse perspectives to deliver meaningful product outcomes.

SKILLS

- Product Strategy
- Digital Content
- Roadmapping
- UX Research
- Mixed Methods
- User Flows
- AI
- Digital Transformation
- Actionable Insights
- Storytelling
- Data Analytics
- Usability Testing
- UX Design
- Prototyping
- Web Content Management
- Interaction Design
- GDPR and Digital Compliance
- Cross-functional Leadership
- Stakeholder Management
- Agile Environments
- Information Architecture

KEY PROFESSIONAL EXPERIENCE

UX Researcher & UX Designer Consultant | Freelancer

AUGUST 2024 – PRESENT

I provided on-demand expertise to 5+ companies in User-Centred Research, UX Design, and Product Testing, informing improvements, decisions, and effective implementation.

- Led and evolved product roadmaps, including websites, apps, and new digital products to improve user journeys and usage
- Planned and conducted over 50 in-person and remote research sessions with over 500 users (e.g. observation, interviews, focus groups, ethnographic studies, usability testing), maintaining strong inclusivity and documentation practices
- Translated findings into actionable insights that informed 4 digital products, enhanced user experience and engagement by up to 40%, improved usability issues by up to 30%, and boosted business revenue by up to 12%
- Created UX workflows, websites, design systems, and interactive prototypes that enhanced efficiency by up to 15%, reduced human error by up to 40%, and improved task success rates by up to 20%
- Monitored user behaviours, digital trends and AI innovations, and ensured SEO programmes were managed effectively
- Ran 15+ sessions to influence business stakeholders with instruments such as product and research roadmaps, user personas, journey maps, task flows, prototypes, infographics, and evidence-based recommendations
- Drove the collaboration of cross-functional teams including product designers, engineers, management, HR, finance, and software developers to define goals, assess resources, prioritise work, and align on expected outcomes
- Analysed user behaviour through data analytics and conducted A/B testing to evaluate success rates and usage patterns that improved KPI performance by 18% on average
- Upheld data protection, use and access principles, accessibility, ethics approvals, and Web Content Accessibility Guidelines (WCAG) compliance across all client research and design work

UX Lead | P-STEP

SEPTEMBER 2021 – JUNE 2024

Funded by the European Space Agency (ESA), P-STEP (<https://pstep.co.uk>) is a multidisciplinary project developing an AI-assisted mHealth app to supply air quality information and health guidance to NHS patients with long-term conditions.

- Defined and executed end-to-end user-centric design strategies throughout the different stages of the project development, and created product roadmaps that kept agreed delivery milestones 95% on schedule
- Planned and conducted exploratory, descriptive, and evaluative research, including initial contextual inquiry and observation, document analysis, and competitor benchmarking, to uncover user needs and market gaps
- Engaged over 15 stakeholders, 10 discipline experts, and over 50 end-users in the development lifecycle to ensure compliance with standards, user needs, evidence-based findings, market needs, and business goals
- Drove 100+ iterative research initiatives (e.g., co-design workshops, focus groups, interviews, surveys) to align product decisions with validated user requirements, improving handoff time by 25% and achieving over 65% first-pass approval
- Translated user and expert needs into actionable recommendations, user journeys, user stories, UML diagrams, test cases, scenarios, personas, and high-fidelity prototypes of the app
- Contributed to the design of AI-powered product features and 3 recommender systems, shaping ranking logic and using user insights and behavioural data to improve personalisation relevance

- Led iterative UX evaluations including moderated and unmoderated usability testing, remote testing, expert walkthroughs, and data analytics to generate actionable insights that reduced bounce rate by 50%, increased daily active users by 20%, ensured user retention by up to 80%, and improved feature adoption by as much as 800%
- Supported the preparation of a 12-week medical trial with 90+ end-users (achieving 66% retention, which surpassed the 30% initial target), and identified 4 key usability issues that led to redesign improvements
- Mentored a group of 4 Junior UX Researchers and Designers on side projects of interest to P-STEP

User Services Library Supervisor | David Wilson Library, University of Leicester

DECEMBER 2019 – DECEMBER 2020

This role required me to coordinate and ensure the smooth operation of the University of Leicester's library in the absence of the regular supervisor.

- Acted as the line manager and main point of contact, and handled troubleshooting for the university's library
- Oversaw the daily operations of the library, ensuring a welcoming and safe environment, and liaising with cross-functional departments to uphold all aspects of Health and Safety standards
- Directed and managed staff working on-site to undertake specified tasks, clearly determining roles and responsibilities, providing training where appropriate, and motivating the team to achieve milestones and goals
- Monitored and managed budgets, procured and interacted with suppliers, and contributed to overall successful performance
- Facilitated and supervised several user services, and conducted administrative duties such as timetabling shifts, preparing meetings, resolving ticketing issues, maintaining management systems, and dealing with user feedback
- Coordinated and implemented varied events at the library's premises, including outreach via digital channels
- Evaluated the suitability and perception of the services provided by the library and adapted accordingly

UX Researcher Specialist | GO-LAB Initiative

JANUARY 2017 – DECEMBER 2019

Funded by the European Commission's Horizon 2020, GO-LAB (<https://golabz.eu>) supported STEM education through interactive digital technologies.

- Elicited and synthesised requirements from 10,000+ end-users and 30+ project stakeholders in over 15 countries
- Designed and facilitated mixed-methods research across 75+ face-to-face events, 30+ co-design workshops, 50+ analytical evaluations, and 75+ remote studies to identify behavioural patterns, usability issues, and end-user needs
- Collaborated with product, engineering, and education teams to identify and prioritise research and design goals
- Triangulated data sources to uncover opportunities and guide 30+ feature redesigns, improving overall usability by 30%, daily active users by 18%, user retention by up to 40%, and feature adoption by up to 80%
- Analysed and transformed qualitative and quantitative data into insights, actionable recommendations, user journeys, infographics, personas, scenarios, mock-ups, wireframes, reports, and documentation
- Presented research insights to cross-functional stakeholders (product owners, development and engineering, leadership), to drive alignment on product decisions and roadmap priorities
- Planned and conducted iterative co-design workshops, user-based research, and usability testing with international users, driving feature enhancements that supported an 80%+ increase in global user adoption
- Published and presented novel findings in 5 leading HCI venues publications

UX Designer | Arios Hotel

SEPTEMBER 2013 – DECEMBER 2014

Privately managed hospitality venue serving international and local guests.

- Analysed website and product analytics to identify UX friction points and optimise digital experiences, significantly improving conversion rate and boosting revenues by 25% in one year
- Designed and supported engagement strategies, including SEO, PPC, email marketing, and content optimisation, contributing to a 27% increase in user acquisition
- Provided UX and technology recommendations to support digital transformation initiatives, aligning product direction with user needs and business goals
- Designed, developed, and maintained a hospitality management software platform, supporting 600+ bookings and improving operational efficiency by 15%
- Created intuitive, user-centred digital interfaces and experiences using UX principles (user flows, wireframing, prototyping, usability testing), improving engagement by 16%

SOFTWARE TOOLS

Figma Framer Balsamiq Whimsical Miro FigJam Jira Slack A/B Tasty Lucidchart
 Maze UserTesting Lookback Qualtrics Dovetail Hotjar SPSS Python NVivo ATLAS.ti
 Google Analytics Firebase Analytics Power BI Tableau HTML CSS SQL GitLab GitHub

EDUCATION

PhD in Human-Computer Interaction – University of Leicester

Cloud Computing MSc (Distinction) – University of Leicester

Information Systems Engineering (Distinction) – Universidad Metropolitana EC