

PAMELA ANDRADE

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User Experience Specialist with nearly ten years of practice driving user-centric strategies across the full product lifecycle. Expert in influencing the decision-making process through rigorous mixed-methods research. Proven track record of delivering insights that assist measurable improvements in usability, user satisfaction, and business value. 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

- UX Research
- Mixed Methods
- Requirements Engineering
- Research Strategy
- Roadmapping
- User Flows
- Data Analysis
- Triangulation
- Insight Synthesis
- Storytelling
- Data Analytics
- Usability Testing
- UX Design
- Prototyping
- AI/ML Product Design
- Interaction Design
- Design Systems
- A/B Testing
- Cross-functional Collaboration
- 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.

- Planned and conducted over 50 in-person and remote mixed-methods research sessions with over 500 users (e.g. observation, interviews, focus groups, 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, 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%
- 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
- Collaborated with 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

Research Assistant | ARETE Project

DECEMBER 2020 – MAY 2021

Funded by the European Union's Horizon 2020, the ARETE Project (<https://areteproject.org>) aims to deliver highly usable, useful, and desirable Augmented Reality (AR) technologies and contents, to influence a wider uptake and further stimulate their creative usage in the industry and academia.

- Recruited participants in 5 countries, ensuring 100% compliance with study eligibility criteria
- Managed end-to-end data collection while conducting 2 remote studies, and ensured consistency across 2 languages
- Applied mixed-methods research to collect 100+ user responses, generating novel insights into user behaviour
- Communicated research findings and insights to stakeholders, colleagues, managers, and non-technical audiences, tailoring the delivery to suit the audience's level of understanding
- Published and presented findings in 2 internationally recognised HCI conferences, contributing to the broader field of study, fostering discourse, and informing the design of mixed reality educational tools

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