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About Me

I am a charismatic, versatile, effective, and highly skilled professional, passionate about Human-Computer Interaction with a focus on User Experience Research and Design. In the UK, I have contributed to innovative and multidisciplinary projects for over 5 years.

Skills

Human-Computer Interaction (HCI), **User Experience (UX)**, User Research, Data Protection Regulations, **Qualitative and Quantitative Methods**, Information Architecture, **User-Centred Design**, Participatory Design, Data Collection and Data Analysis, Interviews, Storytelling, Contextual Inquiry, Participant Observation, Focus Groups, Click Tracking, Heatmaps, Diary Studies, **Wireframing**, Accessibility Guidelines, Prototyping, User Journeys, Scenarios, Test Cases, **Usability Testing and Inspection**, Software Development Methodologies, Agile Environments, **Data Analytics**, A/B Testing, Power BI, Heuristic Evaluations.

Experience

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 air quality information and evidence-based health guidance for users of their mHealth app. 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.
- Engaging various stakeholders (Developers, Managers, Product Owners) and 12 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 over 75 moderated group discussions, 40 interviews, and 20 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 Junior UX Designers on side projects of interest to P-STEP.

JANUARY 2021 - APRIL 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.

DECEMBER 2019 - DECEMBER 2020

University of Leicester, David Wilson Library – *(Relief) Library Supervisor*

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. My key responsibilities included:

- Acting as the line manager and main point of contact and troubleshooting for the university's library.
- Overseeing the daily operations of the library, ensuring a welcoming and safe environment, and liaising with other departments to uphold all aspects of Health and Safety standards.
- Directing and managing 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.
- Facilitating and supervising several user services and conducting administrative duties such as timetabling shifts, monitoring budgets, preparing and attending meetings, resolving ticketing issues, and maintaining management systems.
- Coordinating and implementing varied events at the library's premises.
- Evaluating the suitability and perception of the services provided by the library and adapting accordingly.

JANUARY 2017 - DECEMBER 2019

University of Leicester, GO-LAB Initiative – Research Assistant, 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 (on a hybrid work arrangement) involved:

- Eliciting requirements from key project stakeholders and end-users in over 15 European countries.
- Preparing and conducting over 75 face-to-face events, 30 co-design and participatory design workshops, 40 analytical evaluations, and 50 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 several internal reports and 5 publications in leading HCI venues.

NOVEMBER 2016 - NOVEMBER 2019

University of Leicester, School of Computing and Mathematical Sciences – Graduate Teaching Assistant

Concurrently with my PhD studies, I contributed as a GTA to modules such as Databases and Web Applications, Requirements Engineering, Project Management, and Understanding and Using Statistical Information. My responsibilities included:

- Assisting with practical work in the laboratories, supervising experiments, and guiding students through hands-on activities.
- Preparing and teaching tutorial lessons to undergraduate and postgraduate students to reinforce theoretical knowledge, encourage critical thinking, facilitate discussions, and boost participation and engagement.
- Supervising student projects and providing feedback and guidance on their methodology and research direction.
- Providing one-to-one pastoral support to students relating to academic challenges, career advice, and personal well-being.
- Setting up and marking exams and homework, as well as providing constructive feedback to students to help them understand their strengths and areas for improvement.

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.

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 experiences and user experience.

SEPTEMBER 2009 - AUGUST 2013

Arios Hotel – Community Manager (Part-time)

As a Community Manager of the Arios Hotel, my duties involved:

- Creating visually appealing designs for digital and print media, including websites, social media, and marketing materials.
- Developing and maintaining a positive image of the brand and managing public relations.
- Planning and executing marketing campaigns to promote services and brand awareness.
- Managing and growing social media presence across multiple platforms to drive brand engagement.

Education

NOVEMBER 2016 - JULY 2021

University of Leicester

PhD in Computer Science / HCI

Certifications

OCTOBER 2018

Higher Education Academy – Credential ID PR154679

Associate Fellow of the Higher Education Academy (AFHEA)