

Pamela Andrade

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Education

PhD in Human-Computer Interaction
University of Leicester

MSc in Cloud Computing (D*)
University of Leicester

Information Systems Engineer (D*)
Universidad Metropolitana del Ecuador

About

I am a versatile professional with nearly ten years of experience in the UK, leading and supporting UX across the full project lifecycle. From user research to prototype delivery, I focus on turning insights into clear, actionable, user-centred design decisions, and I collaborate closely with cross-functional teams to create intuitive and meaningful digital experiences.

Core Skills

User Research

Mixed Methods

Co-Design

Data Analysis

Prototyping

Mentoring

Communication Skills

Cross-functional Collaboration

Data Analytics

Professional Experience

UX Consultant – Freelance

(August 2024 – Present)

I provided on-demand support to various companies, primarily regarding the topics of User Research, User-Centric Strategies, UX Design, and Product Testing. Some of my responsibilities involved:

- Understanding business challenges and goals to structure useful user-centric design strategies.
- Translating business requirements into solutions that promote user retention and engagement.
- Providing actionable recommendations based on user research and analytical studies.
- Creating user journeys, navigation maps, interactive wireframes, and design components.
- Preparing, supporting, and overseeing varied user-based events and evaluations.

HCI Lead of the P-STEP Project – University of Leicester *(September 2021 – June 2024)*

Funded by the European Space Agency (ESA), P-STEP is a multidisciplinary mHealth project producing tailored AI-supported air quality and exercise advice. My main responsibilities included:

- Defining and executing user-centric design strategies throughout the different stages of the project.
- Conducting research focused on digital health, behavioural change, and user experience.
- Partaking in document research and contextual inquiry to analyse trends and user behaviour.
- Engaging various stakeholders and discipline experts in the development lifecycle, to ensure compliance with the required standards, evidence-based findings, and market needs.
- Coordinating or facilitating diverse user-focused inquiries (co-design workshops, moderated group discussions, interviews, surveys, etc.) to gather and analyse user requirements.

- Translating user and expert needs into actionable recommendations, user journeys, user stories, UML diagrams, test cases, scenarios, personas, and iterative prototypes of the app using Figma.
- Preparing and conducting regular UX evaluations, expert walkthroughs, and unit testing.
- Supporting the preparation of a 12-week medical trial with an inclusive pool of 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.
- Mentoring a group of 3 Junior UX Researchers and Designers on side projects of interest to P-STEP.

Research Assistant for ARETE – University of Leicester *(December 2020– May 2021)*

Funded by the European Commission (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 temporary contract with ARETE consisted of:

- Sourcing and recruiting student and teacher participants from diverse European and South American countries for their involvement in a one-time remote experiment.
- Managing all aspects of the data collection and ensuring consistency across different languages.
- Utilising both qualitative and quantitative research instruments and methods to gather and analyse participant responses, ensuring a comprehensive understanding of the available data.
- Effectively communicating research findings and actionable recommendations to both expert and non-research audiences, tailoring the documentation to suit the audience's level of understanding.
- Publishing and presenting the main findings of this study in 2 leading HCI conferences.

HCI Specialist for GO-LAB – University of Leicester *(January 2017 – December 2019)*

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

- Eliciting requirements from key project stakeholders and end-users in over 15 European countries.
- Preparing and conducting varied 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.
- Triangulating multiple data sources to understand user behaviour and guide new and redesigns.
- Translating user and expert needs into actionable recommendations, user journeys, mock-ups, wireframes, and regular internal reports.
- Identifying usability problems of the software through cognitive walkthroughs and UX evaluations.
- Communicating findings and recommendations to developers and stakeholders.
- Publishing and presenting 5 publications in leading HCI venues.

(You can find a complete summary of my work experience on my website: www.pamela-andrade.com)

Publications

Clayton, D.C., Hadjiconstantinou, M., Ng, A.G., Andrade, P., Bell, J., Eyitemi, F.D., Hobson, R., Masood, A., Panagi, M., Raza, A. and Tonga, E., 2026. Putting FUN into involvement: feedback user needs in the design of a mobile phone app for people with long-term conditions. Research Involvement and Engagement.

Heintz, M., Law, E.L.C., Thanyadit, S., Nina, H. and Andrade, P., 2022, November. Digital Divide, Local and Global? Surveying Augmented Reality Educational Usage in Europe and South America. In International Conference on Web-Based Learning (pp. 3-15). Cham: Springer International Publishing.

Andrade, P. and Law, E.L.C., 2018, July. User-based evaluation of gamification elements in an educational application. In Proceedings of the 32nd International BCS Human Computer Interaction Conference. BCS Learning & Development.