PAMELA ANDRADE

UX DESIGNER

CONTACT

www.pamela-andrade.com

(+44) 793 475 9238

andrade.sevillano.p@gmail.com

SKILLS

- User-Centred Design, User Experience Design, Interaction Design, Prototyping and Wireframing, Interface Design
- User Research, Data Collection and Data Analysis, Usability Testing and Inspection, Data Analytics, A/B Testing
- Teamwork and Interpersonal Skills, Initiative and Problem Solving, Organisation and Time Management, Leadership and Project Management, Effective Communication

EDUCATION

- Computer Science PhD
  University of Leicester | 2021
- Cloud Computing MSc
  University of Leicester | 2016

I am a hardworking, creative, and resourceful designer and researcher, passionate about Human-Computer Interaction with a particular emphasis on User Experience and Interaction Design.

WORK EXPERIENCE

UX Lead
P-STEP (www.pstep.co.uk) | Sep 2021 – Jul 2024

- Leading the co-design of the P-STEP app from scratch.
- Defining and executing user-centred design estrategies.
- Defining requirements and transaling needs into test case scenarios, journey and user flows, prototypes, etc.
- Supporting medical trial and UX evaluations.
- Analysing user feedback, data analytics, and other metrics to communicate and inform decisions.
- Managing and mentoring a group of Junior UX Developers on side projects of interest to P-STEP.

HCI Specialist
GO-LAB (www.golabz.eu) | Jan 2017 – Jan 2020

- Organizing and conductiong participatory design workshops, usability evaluations, and training events.
- Co-creating personas, journey maps, storyboards, etc.
- Translating needs into requirements and prototypes.
- Evaluating the overall user experience of the platform and the usability of new gadgets and designs.
- Collaborating in the desing and development of new features for their mobile and desktop versions.