

ANNIE LAMBERT

UX DESIGNER & RESEARCHER

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PROFILE

MSc in Human-Computer Interaction from Newcastle University with expertise in user-centric design, research, and AI integration. My diverse work experience across industries and countries has shaped my unique perspective and deep empathy for users, allowing me to approach design with creativity and inclusivity. Passionate about crafting impactful, intuitive solutions that inspire confidence and improve lives.

EDUCATION

Newcastle University Newcastle, UK
MSc Human Computer Interaction 2023-2024
Classification: 70.1 (Merit)
Dissertation Title: **Opportunities and Challenges of Integrating AI in Accounting Software**

Brigham Young University Idaho, USA
B.A. Art Education 2014-2020
Focus on Ceramics, Painting and Special Education
Marketing Director of the Philosophical Society

ACADEMIC PROJECTS

Course: Human-Artificial Intelligence (AI) Interaction & Futures

Objective: Design and Develop an AI model that provides a new feature to an existing software

- Led a team of five in conducting **user research**, acquiring data, and **developing an AI-powered feature**.
- Designed and facilitated **user interviews** and **surveys** to gather insights on user needs and behaviors.
- Co-designed the **user interface** in Figma, incorporating **wireframes** and **interactive prototypes**.
- Conducted **usability testing** and iterated designs based on feedback to improve user experience.
- Documented findings and presented **key insights** through **user journey maps** and design reports.

Course: Physical Prototyping

Objective: Design and develop a tangible solution to help a household become more sustainable.

- Conducted independent **competitive analysis** and **research** on sustainable home solutions.
- Collaborated with a hydro engineering student to discuss and **design** a home waterline turbine for energy collection.
- Created **user journey maps** and integrated a social component to promote habitual use of green energy and reduce water waste.
- Developed a **physical prototype** utilizing a laser cutter, 3D printer, soldering iron, micro-bit and woodworking.

Additional Completed Courses:

- Introduction to Human-Computer Interaction and UX
- Research Methods in Human-Computer Interaction
- Interaction / UX Design Methods
- Computing Foundations of Data Science
- Technologies for Human-Computer Interaction

RELATED WORK EXPERIENCE

Freelance, Tavern Newcastle, UK
UX & UI Designer February 2024-June 2024

- Challenge:
 - Developed the sign-in experience and **feature prioritization** for a platform designed to unite tabletop game players, facilitating connections and providing safe spaces for gameplay.
- Solution:
 - Conducted **competitive analysis** and **user surveys** to gather insights and define user needs, guiding the initial design of the app.
 - Created a **feature roadmap** to align priorities and a **design system** to ensure consistent branding and scalability.
 - Designed **user flows** and **wireframes** to map out intuitive, user-centered experiences.
 - Built **high-fidelity prototypes** that accurately reflected the app's functionality for seamless engineer handoff.

VOLUNTARY EXPERIENCE

Start-up, Zoplo

Newcastle, UK

User Experience Designer

November 2023-July 2024

- **Challenge:**
 - Collaborated with a startup developing a social media platform to address low user engagement and challenges in attracting diverse user groups. The platform also lacked effective monetization features and needed a more intuitive interface to retain and grow its audience.
- **Solution:**
 - Conducted user research through **surveys, interviews, and usability testing** to identify pain points and opportunities for improvement.
 - Redesigned **user flows** to create a more seamless and accessible experience.
 - Designed **new features** to drive monetization, such as “vibe check” and customization options.
 - Enhanced the platform’s **UI design**, incorporating feedback and best practices for inclusivity.
 - Delivered **high-fidelity prototypes** and documentation to ensure smooth collaboration with developers.

OTHER WORK EXPERIENCE

Nuffield Health

London, UK

Receptionist

November 2024–Present

- **User Interaction Insights:** Handle over 300 member interactions daily, gathering feedback and addressing pain points to improve customer experience.
- **Customer-Centered Problem Solving:** Resolved 95% of member inquiries on the first contact, ensuring excellent user satisfaction.
- **Technical Skills and Systems Knowledge:** Managed a booking system for over 20 group fitness classes and physical therapy sessions daily, ensuring a seamless process for 450+ members weekly.

Chungdahm English Academy

Seoul, South Korea

ESL Teacher

November 2020–June 2023

- **Cross-Cultural Sensitivity and Empathy:** Teaching in a different cultural context highlighted the value of diverse perspectives and the importance of context-driven approaches.
- **Simplifying Complex Concepts:** Simplified complex language concepts to improve comprehension, resulting in over 50% of students’ English grades improving, with two achieving top district marks.
- **Adaptability and Problem-Solving:** Adapted teaching approaches to meet diverse student needs, reorganizing students’ classes and levels effectively to ensure an optimal learning environment.

Pinots Palette

Las Vegas, United States

Artist Instructor

October 2019–Sep. 2020

- **User Centered Design:** Designed and prepared engaging, customer-focused art sessions, consistently receiving positive feedback with a 95% guest satisfaction rate.
- **Communication and Adaptability:** Delivered step-by-step instructions for group painting projects, improving participants’ confidence and creativity while achieving a 100% project completion rate within the allotted time.
- **Iterative Feedback:** Implemented guest input to refine teaching approaches, ensuring engaging and successful group sessions.

Clark County School District

Las Vegas, United States

Art Teacher

January 2019–April 2020

- **Design Fundamentals and Creativity:** Developed art skills across all ages by simplifying techniques and emphasizing design principles/elements and creativity.
- **Inclusivity and Guiding User Experiences:** Observed, guided, and adjusted to the needs of students of all ages, honing skills in understanding diverse user perspectives and adapting an approach accordingly to create inclusive solutions.
- **Creative Problem-Solving and Design Thinking:** Created lesson plans with stakeholders’ input that aligned with core curriculum topics and tailored each class to accommodate students’ individual learning styles.

SKILLS

Design Skills: Ideation, Design Strategy, UI, Storytelling, Feature Road mapping, Prototyping, Personas, Task Flow, Information Architecture, Wireframing, Agile design process.

Research Skills: Competitive Analysis, User Interviews, Usability Testing, Affinity Mapping, Card Sorting, Journey Mapping, Heuristic Evaluation, Task Analysis, Observation, A/B Testing, Surveys, Thematic Analysis.

Proficient in Tools: Adobe Creative Suite, InDesign, Adobe Illustrator, Figma, Miro, Mural, NVIVO, Basic Java, Laser Cutting and 3D Printing.