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
Marketing Director of the Philosophical Society

RELATED WORK EXPERIENCE

Hootsuite   London, UK
UX & UI Designer Summer Intern   April 2025-August 2025
- Assisting in creating wireframes, mockups, and UI components using tools like Figma.
- Helping plan user research sessions, observe research activities, and assist in compiling findings into reports.
- Helping maintain and organize design files, guidelines, and feedback for future reference.
- Working with UX designers, product managers, and developers to support ongoing projects.
- Assist in updating and maintaining Hootsuite's Design System to ensure consistency across products.
- Participating in team meetings, including sprint planning, stand-ups, and design critiques.

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.

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.

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.

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

OTHER WORK EXPERIENCE

Nuffield Health
Receptionist

London, UK
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
ESL Teacher

Seoul, South Korea
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.

Clark County School District
Art Teacher

Las Vegas, United States
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, Jira, Confluence, Slack, NVIVO, Basic Java.