


Vanessa Sánchez

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Summary

UX professional since 2015 specialized in digital products and transformative technologies. Diverse creative roles across agencies, start-ups, in-house, non-profits, and a global firm. Brings 20+ years of perspective from various industries and organizations to product and team strategy.

Relevant experience

Graduate Research Assistant, Human-AI Interaction Lab | The University of Texas at Austin (05/2023–12/2023)

- Expanded UX-based methodological approaches through the design of comparative analysis spreadsheets, equity-centered surveys, process slide decks, workshop materials, and thematic analysis techniques.
- Boosted participatory design workshop strategy by translating academic research into digital card decks and workshop spaces and supporting usability testing of materials.

UX Lead, Data & Analytics Engineering, Evernorth | Conexess Group (07/2022–10/2022)

- Advanced UX research methodology by introducing research frameworks, techniques, guidelines and resources.
- Proposed improvements to usability of data-rich application through the translation of heuristic evaluation, generative research studies, task analysis studies, and competitive research of business intelligence tools into wireframes and interactive prototypes.

Senior UX Designer, Tax Lab | EY (07/2021–06/2022)

UX/UI Designer, Tax Lab, EY | ClearPath Workforce Management (11/2019–06/2021)

- Boosted production velocity of a globally distributed development-driven team by introducing UX methodology and providing design demos, specs and assets for 4 desktop applications; Spearheaded DS alignment challenge.
- Improved communication between leadership and development by devising diagrams to outline system architecture, interactions and sequences underpinning interfaces.
- Enabled successful stakeholder pitches and buy-in via prototypes that balanced technical requirements, time constraints, and essential features informed by research, personas, journey mapping, and design strategy.
- Bolstered trust in TaxGrid's underlying blockchain technology through design, as proven by published collaboration on WHT demo report by 4 non-US government agencies, 6 financial organizations, and 2 European universities.
- Solved UX challenges for data-rich UIs, interconnected multi-party platform ecosystems, data transparency and information confidentiality; Shared processes with colleagues and peers.

UX and Visual Design Consultant | Freelance (06/2011–07/2019)

- Improved UX and expanded brand expression across touchpoints while providing design leadership within lean marketing team at a financial services company in NYC. (08/2019–10/2019)
- Enhanced wayfinding and engagement at Duke Farms through the design of a mobile app. (11/2018–05/2019)

Strategy Skills

- Aligning product with business objectives
- Cross-functional collaboration
- Methodology, operations and procedure
- Value translation and visual storytelling

UX Research Skills

- Competitive analysis
- Mixed-methods research
- 1x1 remote interviews
- Personas and user journeys
- Survey design
- Usability studies: Task analysis, RITE, card sorting, heuristic evaluations, SUS, cognitive walkthroughs, WCAG accessibility evaluations

UX Design Skills

- Rapid ideation sketching
- Storyboarding
- Information architecture
- Wireframing and prototyping
- UI/interaction design
- Branded design systems

Education

M.Sc. Information Studies, Specialization in Human-Computer Interaction and AI Ethics

The University of Texas at Austin, (Expected May 2024)

Summa cum laude

B.F.A Communication Design, minor in Anthropology

Texas State University–San Marcos (Dec 2010)

Magna cum laude

Certificates

Social/Behavioral Researchers Certification

Credential ID 54364242, CITI Program (Feb 2023)

UX Fundamentals Certificate

CareerFoundry (Oct 2017)

Extra-Curriculars

- UT City & Climate CoLab Member, UT Austin (2023)
- EcoCentric Futures Lab Member, UT Austin (2023)
- Ed-Tech Accelerator UX Consultant, NYU (2017)
- ATX Cultivate Health Hackathon Participant, IBM (2015)
- Civic Hack Summit Workshop Designer, Open Austin (2015)