


# Vanessa Sánchez

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## Summary

Experienced UX strategist/architect specialized in digital products and transformative technologies. With diverse roles across agencies, start-ups, in-house, non-profits, and a global firm, I bring perspectives from various industries and organizational structures 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 visitor wayfinding and engagement opportunities at Duke Farms through the design of a mobile app.

(11/2018–07/2019)

## 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 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

## Education

### **M.S. Information Studies, Specialization in Human-Computer Interaction and Responsible AI**

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)