



VANESSA SANCHEZ

UX Researcher and Designer



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Austin, Texas

Human-centered investigator and strategic problem-solver with 20+ years interdisciplinary experience across the creative and tech industries, including global firm, start-ups, non-profits, and consulting

KEY SKILLS

Research

Qualitative, Quantitative, Generative, Evaluative, Competitive Research, Ethnographic Approaches, Interviews, Surveys, Usability Testing, Card Sorting, Tree Testing, Heuristic Evaluation, Cognitive Walkthrough, SUS Questionnaire, RITE, Moderated, Literature Review, Readouts, Remote

Strategy

Research Planning, Journey Mapping, Empathy Mapping, Personas, Information Architecture, SWOT Analysis

Design

UI/UX Design, Wireframing, Prototyping, Microinteractions, Visual Language, Illustration, Design Systems, Data Viz, Infographics, Presentation Design, WCAG/Accessibility

Collaboration

Communication, Workshop Facilitation, Cross-Disciplinary Teamwork, Global Teams/Cross-Cultural Collaboration, Stakeholder Facilitation, Agile, Project Management

Software

Figma/FigJam, Xd, Miro, ChatGPT, Claude, Otter.AI, Scite.AI, Ulzard, Adobe Creative Suite, Google Workspace, Microsoft 365, JIRA, Notion, Asana, Trello, Wave, Stark

EXPERIENCE (SELECTED)

CONSULTANT, NBUX Design

Austin, Texas (Full-Time • Remote)

Jan 2023–Present

- Directed comprehensive branding, web design, and marketing strategies, improving online presence and engagement through modern design principles, social media, and SEO.
- Clients:** AMP Engineering, EcoAssets Environmental, Mondo Motorsports, Truth+Candor

STUDENT RESEARCHER, The University of Texas at Austin

Austin, Texas (Full-Time/Part-Time • Hybrid)

Jan 2023–Aug 2024

UX Strategist, Planet Texas 2050 (July 2024–Aug 2024)

- Initiated contact and spearheaded UX research on a platform for a \$10M 10-year interdisciplinary project
- Planned and conducted a qualitative study with 13 tier-one stakeholders in 1 month, delivering actionable insights and recommendations with a proposed roadmap, informing strategic decision-making

Graduate Research Assistant / LabOps Manager, Human-AI Interaction Lab (May 2023–May 2024)

- Proactively revamped lab operations with best practices and digital tools, improving team efficiency and research quality
- Developed equity-centered surveys, tool catalog, and study plan for a project with the City of San Antonio
- Supported 3 PhD students in usability testing methods and co-design workshops, resulting in better outputs

Student Associate / Graduate Research Assistant, UT-City Climate CoLab (Jan 2023–Apr 2024)

- Pioneered UX integration as part of an independent study, collaborating with the lab Director and the City of Austin to design the Austin Future Climate Report and data portal prototype, improving accessibility of statistical data
- Improved researcher dialog with the community and established human-centered design as a core value of the lab

UX LEAD, Evernorth via Conexess Group

Austin, Texas (Full-Time • Remote)

July 2022–Oct 2022

- Streamlined UX research methods by introducing tailored scalable frameworks and resources
- Improved usability through heuristic evaluations, rapid iterative testing (RITE) method, hybrid generative/evaluative qualitative studies, and market research translated into wireframes for monitoring health insurance trends

UX LEAD, EY TaxLab

New York, New York / Austin, Texas (Full-Time • Hybrid)

Nov 2019–June 2022

Senior UX Designer, EY (July 2021–June 2022)

- Led UX design for 3 MIS platforms, driving stakeholder engagement and earning leadership buy-in, resulting in an invitation to apply to EY's global UX team
- Interpreted, architected and rapidly prototyped a blockchain-based platform designed to manage forced labor risks in supply chains, providing leadership in system design and managing project complexities

UI/UX Design Lead, EY via ClearPath Workforce Management (Nov 2019–June 2021)

- Developed UI for TaxGrid, enhancing stakeholder trust and facilitating a global demo with 12 stakeholder organizations across government, industry and academia, paving the way for commercial production in 2024
- Spearheaded a design system alignment initiative for TaxLab, influencing strategic discussions that shaped global UX leadership's evaluation of a solution for isolated designers and small teams
- Boosted agile team productivity by providing design guidance for 2 core applications, resulting in FTE hire offer



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EDUCATION

The University of Texas at Austin Aug 2024

MS in Information Studies, Dual Specialization in Human-Computer Interaction and Responsible AI

Coursework: *Info Architecture and Design, Usability, Serving and Understanding Users, Accessible UX, Datafication, Organizing Information, Health Informatics, Ethics and AI, Human-AI Interaction, Perspectives on Information, Independent Study: AI in Hiring and People with Disabilities, Independent Study: UX in Climate Science, Master's Report*

Texas State University Dec 2010

BFA in Communication Design, Minor in Anthropology

CERTIFICATIONS

Quantitative Research Foundations Sept 2024

LinkedIn Learning

Social/Behavioral Researchers Feb 2023

CITI Program Credential ID 54364242

UX Fundamentals Oct 2017

Career Foundry

DESIGN GENERALIST, Kapitus Strategic Source Funding Aug 2019—Oct 2019

New York, NY (*Full-Time • On-Site*)

- Led design in a lean marketing team for 3 months as back-fill for their design leader, resulting in expansion of brand expression across touchpoints and improved UX strategy in print and digital

FREELANCE DESIGNER, Various Clients Nov 2016—July 2019

Austin, Texas / New York, New York (*Part-Time • Hybrid*)

- Led UX and strategic design initiatives across multiple sectors, including key projects like a public navigation app for Duke Farms and a custom CMS for a major entertainment brand, enhancing user engagement and efficiency.
- Improved brand expression for the Texas Hospital Association over 2 years and designed marketing assets for Lufthansa, The Yankees, Lord & Taylor, and Links of London.

UI/UX DESIGNER & DESIGN QA, NetSpend via The Creative Group Oct 2015—Apr 2016

Austin, Texas (*Full-Time • On-Site*)

- Spearheaded cross-department design QA process (Creative, UX, Engineering) and created high-fidelity UI flows for a mobile banking app using Material Design in an agile environment, enabling usability testing and stakeholder approval.

RESEARCH PROJECTS

Participatory Workshops Exploring RAI Through Human Factors (Qualitative) Aug 2024

- **Study:** Qualitative study with 14 AI stakeholders from various professional contexts, survey and semi-moderated 1x1 remote 1-hour interviews with a gamified workshop component (IRB exemption)
- **Findings:** There is a need for greater accessibility of existing RAI resources for implementation because every professional has a different cognitive point of entry when seeking RAI resources, including different goals
- **Recommendation:** Online, centralized, standardized RAI resources library designed with onboarding questions to build user's cognitive profile and provide robust filters, allowing for relevant resource recommendations

Evernorth Healthcare Insurance Analytics Platform (Qualitative) Oct 2022

- **Study:** 12 remote 1x1 semi-moderated interviews with usability tests for both generative and evaluative insights
- **Findings:** Users didn't know how to get started, had trouble navigating, couldn't find the filters panel and had trouble using it, and were frustrated they couldn't see the most relevant information to them at a glance
- **Recommendation:** A filters panel with visual permanence, reclassification of filter groupings, consistency in labels, status indicators for table row items, and data visualizations for trend forecasting insights

VOLUNTEER WORK

AI in Healthcare Lab, UT Austin Sept—Oct 2024

Led NSF-funded market research (25 customers/30 competitors) for an AI-powered ADHD app for women

EcoCentric Future Lab, UT Austin Jan—Apr 2023

Unified graphic design of 6-poster series on animal-human interaction design frameworks

EdTech Accelerator, NYU Oct—Dec 2017

Provided UX strategy for a 3D modeling app while mentoring graduate interns

Civic Tech Hack Summit, OpenAustin Mar 2015

Designed workshop canvas, resulting in 11x more viable ideas and adoption by a non-profit in Japan