

Vanessa Sánchez

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Austin, Texas
(512) 919-9821
Open to on-site or hybrid

Core Competencies

- End-to-end UX Research and Design
 - Data Analysis and Data Storytelling
 - Visual Design / Composition
 - Generative and Evaluative Research
 - Qualitative and Quantitative
 - Cross-functional Collaboration
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Design Skills

Information architecture, wireframes, mock-ups, interactive prototypes, interaction design, design systems, accessibility, storyboarding, persona charts, customer journey maps

Research Skills

Heuristic evaluation, competitive analysis, cognitive walkthrough, observational, 1x1 remotely moderated interviews, research plans, participant quotas, equitable screener survey design, conversation guides, card sorting/tree testing, usability testing, A/B testing, RITE, SUS

Software Skills

Figma (2.5 yrs), Sketch (4 yrs), Adobe Creative Suite (20+ yrs), Google Suite (16+ yrs), Microsoft Office (20+ yrs), JIRA (3+ yrs), Optimal Workshop (2.5 yrs), Windows (20+ yrs), Mac (7+ yrs), ChatGPT (1+ yrs), GenAI (1+ yrs)

Other Relevant Skills

Multi-disciplinary teams, iterative process, agile/scrum, basic skills with HTML and CSS, communication, documentation

8+ years of experience as self-taught UX generalist doing research and design. 20+ years of experience in creative/design across agency, start-ups, non-profits, consulting, and a global firm. My skill set is best suited for addressing complex design problems in a dynamic team environment through an end-to-end research and design process.

Education

MSc Information Studies: Human Computer Interaction, Ethical AI

The University of Texas at Austin (Aug 2021–May 2024)

GPA 3.89, Summa cum laude

BFA Communication Design, Minor in Anthropology

Texas State University–San Marcos (Dec 2010)

GPA 3.69, Magna cum laude

UX Fundamentals Certificate

Career Foundry (2017)

Graduate Coursework

Human-AI Interaction, Ethical AI, Research on AI in Hiring and PWD, Accessible UX, Data Storytelling, Datafication, Usability, Information Architecture and Design, Understanding Users, Organizing Information, Health Informatics, UX in Climate Science, Research Capstone: Pilot Study on Enabling Responsible AI Ops Through Role-Based Toolkits

Experience

Evernorth, UX Lead

(07/2022–10/2022)

Austin, TX (Remote)

- Data & Analytics Engineering Team, platform for health insurance regional trend and spend, drill-downs and roll-ups
- Boosted 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.

EY, UX Lead

(11/2019–06/2022)

New York, NY / Austin, TX (Hybrid)

Lead Senior UX Designer, TaxLab (07/2021–06/2022)

- Translated ambiguous business goals and market research into tangible designs for 2 new data-heavy platforms, one based in AI the other in private blockchain, resulting in stakeholder buy-in, positive feedback from executive leadership, and positive feedback from an EY global UX director with encouragement to join global UX team.
- Enabled successful stakeholder buy-in via prototypes that balanced technical requirements, time constraints, and essential features informed by domain research, market research, generative research, evaluative research, personas, journey mapping, and design strategy.

Lead UX/UI Designer, TaxLab, Contract (11/2019–06/2021)

- Bolstered trust in TaxGrid's underlying blockchain technology through design of a multi-party product platform UI, as proven by successful global demo, published

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- collaboration on demo report by 4 non-US government agencies, 6 major financial organizations, and 2 European universities; Moving into commercial production.
- Spearheaded design system alignment initiative, connecting with leadership of various business units, assessing feasibility of each DS in relation to team needs, and reporting findings to internal team plus leadership of EY's UX community; Resulted in discussions among EY UX leadership about creating DS solution for siloed designers.
- Boosted production velocity of a globally distributed development-driven agile team by introducing UX strategy and providing design demos, specs, and assets for 2 desktop applications, resulting in FTE conversion.

Kapitus, Design Generalist, Short Term Contract

(08/2019–10/2019)

New York, NY (On Site)

- Expanded UX methodologies and brand expression across touchpoints while providing temporary design leadership within lean marketing team at a financial services company, resulting in job offer. (08/2019–10/2019)

Vanessa Sanchez Design, Design Consultant

(06/2011–07/2019)

Austin, TX / New York, NY (Hybrid)

- Enhanced wayfinding and engagement at a 1,000+ acre research-based nature preserve through the design of a mobile app as measured by 14,000 downloads in 2023, reduced reliance on staff to provide directions, and reduced printing of paper maps. (11/2018–05/2019)
- Enhanced and expanded brand expression across print and digital materials for Texas Hospitals Association, resulting in improved marketing for 85% of acute-care hospitals and health systems in Texas. (11/2017–07/2019)
- Produced designs and assets for print, digital, environment, presentation, packaging, and branding for Catch24 Advertising and Design, a NYC agency. Clients included Lufthansa, The Yankees, and Lord+Taylor. (11/2016–06/2017)

Graduate Experience (Career Break)

The University of Texas at Austin, Student Worker

(01/2023–Present)

Austin, TX (Hybrid)

Human-AI Interaction Research Lab, Operations Strategy (02/2024–Present)

- Transformed lab operations by spearheading a comprehensive strategy designed to empower all team members through best practices, tools, materials, and assets while streamlining research activities and communications.
- Enhancing design efficacy of materials and assets through audit, competitive research, and a strategic brand strategy resulting in workflow improvements and a more vibrant brand reputation.

Human-AI Interaction Research Lab, Graduate Research Assistant (05/2023–12/2023)

- Expanded methodology through comparative analysis spreadsheets, equity-centered surveys, strategy slide decks, workshop materials, and thematic analysis techniques; Supported usability testing of workshop materials.
- Initiated conversation on comprehensive lab operations strategy with tangible prototypes, resulting in job offer.

UT City & Climate CoLab, Science Communications Designer (01/2023–08/2023)

- Introduced UX to climate science lab via design of the Austin Future Climate Report and corresponding data portal in collaboration with the City of Austin, resulting in the hire of 2 UX lab members
- Raised bar for graphic outputs, enabled identification of common ground between scientific process and design-thinking process, and provided additional support to lab activities resulting in job offer.