

VANESSA SANCHEZ

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EXECUTIVE SUMMARY

Innovation Research, Strategy & Design. UX professional with 10+ years of experience in design working at the intersection of research and design. Consistently leads efforts to integrate research methods that deliver actionable insights for impactful designs. Specialized in visual storytelling, stakeholder collaboration, and upstream product strategy for innovation teams or startups.

CORE COMPETENCIES

Product Strategy • UX Research and Usability Testing • Interaction Design and User Experience • Human-AI Interaction • Systems Design • Leadership and Cross-Functional Collaboration • Visual and Written Storytelling

EXPERIENCE

NBUX Design, Owner and Principal Consultant

June 2011–Present

Austin, Texas / New York, New York (Hybrid)

- **Product design and stakeholder engagement:** Led diverse UX and strategic design projects across environmental conservation, entertainment, hospitality, wellness, and financial services sectors, enhancing user engagement, operational efficiency, and stakeholder communication. Notable projects include a widely adopted public navigation app for Duke Farms nature preserve and a custom CMS for a major entertainment brand.
- **Branding and marketing execution:** Led design and production efforts for high-profile clients, improving marketing effectiveness. Achievements include enhancing brand expression and UX strategy for financial services company Kaptius in NYC, revitalizing brand expression across touchpoints for the Texas Hospital Association, producing graphics for top retail brands at Catch24 Advertising in NYC, and supporting successful ad campaigns for GSD&M in Austin and SA Magazine.

Evernorth, UX Lead Contractor

July 2022–Oct 2022

Austin, Texas (Remote)

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

EY, Advanced Technology TaxLab, UX Lead

Nov 2019–June 2022

New York, New York / Austin, Texas (Hybrid)

- **Senior UX Designer (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.
 - 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.
- **UX Design Contractor (Nov 2019–June 2021)**
 - Developed UI for TaxGrid, enhancing stakeholder trust and facilitating a global demo with 12 stakeholder organizations, 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 applications, resulting in FTE hire offer.

NetSpend, UI/UX Designer and Design QA

Oct 2015–Apr 2016

Austin, Texas (On-Site)

- Spearheaded design QA process and created high-fidelity UI flows for a mobile banking app using Material Design in an agile environment, enabling usability testing and stakeholder approval, resulting in high-quality product delivery.

KLD Energy Technologies, Marketing Coordinator and Graphic Designer

May 2013–Oct 2014

Austin, Texas (On-Site)

- Launched and designed monthly investor newsletter and executive pitch presentations, securing millions in funding within one year, strengthening investor relations and enhancing brand visibility.
- Coordinated the development of global marketing strategies, improving brand consistency and team collaboration.
- Managed up to 17 projects simultaneously, driving key initiatives for corporate sustainability and internal processes.

PERSONAL DEVELOPMENT

The University of Texas at Austin, Student Researcher

Jan 2023–Aug 2024

Austin, Texas (Hybrid)

- **Planet Texas 2050: A UT Grand Challenge (July 2024–Aug 2024)**

Initiated UXR for a high-profile interactive platform based on \$10M and 10 years of interdisciplinary research. Conducted a qualitative study with 13 stakeholders, delivering actionable recommendations and a roadmap.

- **Human-AI Interaction Lab (May 2023–May 2024)**
Overhauled lab operations, enhancing team efficiency via best practices, digital tools, and streamlined communication. Developed equity-centered surveys and improved usability testing, resulting in better research methods and outputs.
- **UT-City Climate CoLab (Jan 2023–Aug 2023)**
Pioneered UX integration, designing the Austin Future Climate Report and data portal to improve the accessibility of complex data, enhancing research communications, and revealing overlap between scientific and design processes.

EDUCATION

The University of Texas at Austin—Austin, Texas **Aug 2024**
Master of Science in Information Studies: Human-Computer Interaction and Responsible AI

Texas State University—San Marcos, Texas **Dec 2010**
Bachelor of Fine Arts in Communication Design, Minor in Anthropology

CERTIFICATIONS

- LinkedIn Learning: Academic Research Foundations – Quantitative, Certificate (Sept 2024)
- CITI Program Social/Behavioral Researchers Credential ID 54364242 (Feb 2023–Feb 2026)
- Career Foundry: UX Fundamentals, Certificate (Oct 2017)
- Coursera: CertNexus Certified Ethical Emerging Technologist (In progress)
- Google Data Analytics, Certificate (In progress)
- Coursera: Health Informatics Specialization, Johns Hopkins University School of Medicine (In progress)

PROJECTS

- **Enhancing Human-Centered Responsible AI Tools and Cataloging** **Nov 2023–Aug 2024**
Mixed methods study with 14 participants examining the role of human factors and situated perspectives on cognitive points of entry when seeking RAI resources, and a proposed centralized cataloging system.
- **Measuring Sentiments on Emotion AI in Hiring** **Jan–Apr 2023**
Mixed methods research project examining participant responses to sentiment analysis during mock video interviews followed by data visualizations of the analysis compared to aggregated analysis of all participants in customized interactive EAI report.

VOLUNTEER WORK

- **HCI Design Researcher, AI in Healthcare Lab, UT Austin** **Sept 2024–Present**
Leading market and user research for a reminiscence therapy AI chatbot.
- **UX Consultant, EdTech Accelerator, NYU** **Oct–Dec 2017**
Led UX strategy and design recommendations while mentoring graduate interns.
- **Stakeholder Engagement Designer, Civic Tech Hack Summit, OpenAustin** **Mar 2015**
Designed strategy canvas for workshop, resulting in 11 viable ideas (up from 1) and adoption by a non-profit in Japan.

SKILLS

Research: Qualitative Research • Quantitative Research • UX Audits • Heuristic Reviews • Competitive Analysis • Literature Reviews • Scripts and Interview Moderation • Workshop Facilitation • Facilitating Conversations/Building Rapport • Study Design • Usability Testing • Cognitive Walkthrough • Card Sorting • A/B Testing • RITE • SUS Questionnaire; **Information and Data Design:** User Journeys • Empathy Maps • Personas • Stakeholder Maps • Data Visualizations • Infographics • Storyboarding • Presentation and Report • Information Architecture • Schema Design • Classification Systems • Management Information Systems; **Design and Prototyping:** Wireframes • Prototyping • Mood Boards • Branding • WCAG/Accessibility Design; **Emerging Technologies:** GenAI • Prompt Writing • ChatGPT • Otter.AI • RAI Guidelines • Blockchain; **Software and Tools:** Figma • WebFlow • Sketch • Xd • Photoshop • Illustrator • InDesign • JIRA • Notion • Asana • Optimal Workshop • MS Office • Google Suite • Zoom • Miro • FigJam • HTML/CSS