

# Vanessa Sánchez

Experienced UX Lead skilled in integrating academic research with commercial technology needs. Adept at fostering strategic innovation and enhancing technology integration. Proven ability to lead complex, cross-functional projects that boost operational efficiency and enhance stakeholder engagement.

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## Skills

### Internal Management

- Strategic Planning and Execution
- Cross-Functional Leadership
- Project Management
- Data-Informed Decision Making
- Adaptability and Problem Solving
- Technical Proficiency / Translation

### External Engagement

- Ethical Research Practices
- Stakeholder Engagement
- Innovation Management
- Commercial and Academic Integration
- Visual Communication to Broad Audiences
- User Experience Research and Design

### Software

- Figma
- Adobe Creative Suite
- JIRA
- Microsoft Office Suite
- Google Suite
- Tableau
- HTML / CSS
- GenAI / ChatGPT

## Ethical Research Certification

CITI Program Social / Behavioral  
Researchers Credential ID 54364242  
(02/2023–02/2026)

## Recent Course Work

Ethical AI, Human-AI Interaction, 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

## Experience

**The University of Texas at Austin, Career Break** (01/2023–Present)  
Austin, TX (Hybrid)

### Human-AI Interaction Research Lab (05/2023–5/2024)

- **Operations Strategist:** Overhauled lab operations, implementing a tailored strategy that enhanced team efficiency and effectiveness through best practices, advanced digital tools, and streamlined communication processes.
- **Graduate Research Assistant:** Developed and applied advanced research methodologies including comparative analysis, equity-centered surveys, and thematic analysis, enhancing the rigor and scope of research outputs. Contributed to usability testing, improving the practical application of workshop materials.

### UT City & Climate CoLab / Texas Extreme Weather and Urban Sustainability Lab (01/2023–08/2023)

- **Science Communications Designer:** Pioneered integration of UX into climate science research, designing the Austin Future Climate Report and its associated data portal. This not only improved the accessibility of complex data but also facilitated a deeper connection between scientific and design processes, contributing to enhanced project deliverables and team expansion.

**Evernorth, UX Lead** (07/2022–10/2022)  
Austin, TX (Remote)

- **Data & analytics platform enhancement:** Improved usability through heuristic evaluations and UX research translated into wireframes for health insurance trends.
- **Integrated research methods leadership:** Streamlined UX research methodology by introducing tailored frameworks and resources for team scaling.

**EY, UX Lead** (11/2019–06/2022)  
New York, NY / Austin, TX (Hybrid)

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

- **Platform design and stakeholder engagement:** Spearheaded the UX design for two cutting-edge platforms: An AI-powered economic data analyzer and a blockchain-based ESG risk management platform. Designs directly led to increased stakeholder engagement, earning accolades from leadership and an invitation to apply to EY's global UX team.
- **AI platform prototyping:** Crafted an interactive prototype for the AI platform that articulated a clear and engaging vision from limited initial specifications, significantly boosting stakeholder interest and investment in further development.
- **Blockchain system architecture:** Architected a rapidly prototyped for a multi-party blockchain platform designed to monitor and manage forced labor risks in supply chains. My leadership in system design and architecture was crucial in advancing the project's development and managing its complexities.

## Featured Projects

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### TaxGrid, EY (11/2019–11/2021)

Led UX design for multi-party blockchain platform, streamlining global tax data exchange and investor tax relief at source. Demoeo globally, securing trust from 33+ stakeholders across 12 organizations in industry, academia and government, highlighted in the 2021 Demo Report. Designed report, ensuring accessibility for non-technical audiences. Platform progressing into commercial production as of 2024.

### Role-Based Tangible Tools to Support Responsible AI Operations in Various Professional Contexts, Master's Thesis (01/2024–08/2024)

Qualitative study with 14 AI stakeholders examining empirical data collected from survey and 1x1 interviews/workshops against literature review and RAI governance landscape analysis. Goal of publication in peer-reviewed journal or conference.

## Education

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### MSc Information Studies

Dual Specialization in Human-Computer Interaction and Responsible AI  
The University of Texas at Austin  
(Aug 2021–Aug 2024)

### BFA Communication Design

Minor in Anthropology  
Texas State University–San Marcos  
(Dec 2010)

## Volunteering

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### EcoCentric Future Lab (2023)

Framework Poster Series for ACI and Interspecies Co-Creation

### NYU Ed-Tech Accelerator (2017)

UX R&D Consultant

### ATX Cultivate Health Hackathon (2015)

UX Researcher + Team Coordinator

### Open Austin Civic Hack Summit (2015)

Co-Designed Project Planning Canvas

## Experience (cont'd)

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

- **Blockchain UI design and global engagement:** Developed the UI for TaxGrid, a blockchain platform, enhancing stakeholder trust and facilitating a global demo that led to collaborations with 12 stakeholders organizations, paving the way for commercial production in 2024.
- **Agile team productivity enhancement:** Boosted a globally distributed agile team's production velocity by implementing a tailored UX strategy and providing ongoing design support for two applications, which led to conversion to full-time employee role.
- **Design system leadership:** Spearheaded an affordable design system alignment initiative across EY business units, initiating strategic discussions that resulted in global UX leadership evaluating a unified solution that effectively supports isolated designers and small teams.

### Design Consultant / Contractor

Austin, TX / New York, NY (Hybrid)

(06/2011–Present)

- **EcoAssets Environmental, Seattle Metropolitan Area (04/2024–Present):** Enlisted to provide strategic design and stakeholder facilitation for ecology projects internationally, incorporating ethical AI to enhance project impact.
- **Kapitus, New York (08/2019–10/2019):** Enhanced UX and brand strategy for a financial services company, improving customer engagement and earning an offer for ongoing work.
- **Duke Farms App, New Jersey (11/2018–05/2019):** Designed a navigation app that improved visitor navigation across a 1,000+ acre nature preserve, achieving 14,000 downloads in 2023, reducing staff workload and environmental impact of paper maps.
- **Texas Hospitals Association, Austin (11/2017–07/2019):** Revitalized branding and digital materials for a leading association of major Texas hospitals and health systems, enhancing dissemination of critical information.
- **Catch24 Advertising and Design, New York (11/2016–06/2017):** Produced diverse marketing materials that improved client brand presence across multiple channels.
- **NetSpend, Austin (10/2015–04/2016):** Enhanced UI design and quality assurance processes, supporting the delivery of a high-quality financial technology product.
- **GSD&M, Austin (9/2012–11/2012):** Provided critical art production for major advertising pitches, contributing to successful client campaigns.
- **San Antonio Magazine, San Antonio (1/2012–4/2012):** Designed compelling editorial art and ads, improving visual appeal and advertiser engagement.

### KLD Energy Technologies, Graphic Designer and Marketing Coordinator

Austin, TX (On-Site)

(05/2013–10/2014)

- **Investor relations and branding:** Led the creation and management of a monthly investor newsletter and crafted executive pitch presentations, which played a pivotal role in securing millions in funding within a year. Oversaw comprehensive branding efforts and website management, enhancing the company's professional image and investor appeal.
- **Global team collaboration:** Spearheaded the development of marketing materials and strategies in collaboration with executive teams across Asia, Europe, and California, significantly enhancing global brand consistency. Co-directed marketing intern activities, optimizing team productivity and project output.