

Vanessa Y. Oviedo

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Quantitative UX researcher shaping product strategy through experimentation, longitudinal tracking, and causal analysis. I specialize in turning complex data into actionable insights that guide product and roadmap decisions.

CORE CAPABILITIES

- **Measurement & Analytics:** KPI frameworks, longitudinal analysis, mixed-effects modeling, computational statistics, causal inference
- **Survey & Experimentation Methods:** Survey design, sampling, weighting, bias correction, A/B testing, MaxDiff
- **Qualitative Methods:** Usability testing, rapid concept testing, interviews, thematic analysis
- **Technical:** Python, R, Looker Studio, Qualtrics

WORK EXPERIENCE

Quantitative UX Researcher

08/2024 to Present

Google, Inc. – Android XR (via BayOne Solutions), San Jose, CA

- Own KPI measurement strategy for XR hardware launches used in leadership go/no-go decisions
- Built automated research pipelines adopted by product and engineering teams and designed weekly executive dashboards tracking critical user journeys across builds
- Lead high impact studies to assess comfort, fit, and usability, and identify critical launch risks
- Track performance longitudinally to detect regressions and deliver actionable recommendations adopted by product leadership

Co-Principal Investigator

09/2019 to 08/2024

Spontaneous Communication Lab, University of California, Santa Cruz, CA

- Led a multi-year research program on online communication, owning study strategy from problem framing through analysis
- Designed large-scale surveys and applied bias correction, regularization, and regression modeling to identify drivers of social connection
- Generated evidence that people systematically underestimate how well-liked they are in digital interactions, shaping understanding of online social behavior
- Managed and mentored a team of 3–6 researchers across four projects, overseeing experimental design, data collection, and analysis

UX Research Scientist Intern

06/2023 to 12/2023

Meta Reality Labs, Redmond, WA

- Led an end-to-end mixed-methods lab study in four months, shaping how the team measures social connection
- Drove cross-functional effort to standardize quantitative evaluation methods for audio AR prototypes
- Developed and validated new experience metrics for social connectedness using surveys and interviews
- Scaled impact by embedding findings into standard product evaluation practices across teams

UX Researcher

08/2017 to 06/2023

Blue Marble Health, Altadena, CA

- Designed and executed end-to-end quantitative studies that changed how medical facilities prescribe home-based COPD rehabilitation
- Drove a 30% increase in patient exercise adherence and a 15% lift in clinician referral and reimbursement rates through product research
- Owned moderated usability testing and qualitative analysis to uncover friction points and inform product redesigns
- Partnered with product and clinical stakeholders to define KPIs and prioritize roadmap decisions based on data

EDUCATION

University of California, Santa Cruz, CA

Doctor of Philosophy, Cognitive Psychology

Concentration in Quantitative Social Science

Coursework: Quantitative Methods in Psychology, Multivariate Techniques for Psychology, Survey Methods, Introduction to R, Data Visualization and Statistical Programming in R, Qualitative Inquiry in Psychology.

University of California, Santa Cruz, CA

Master of Science, Psychology

California State University, Long Beach, CA

Bachelor of Arts, Psychology