Vanessa Y. Oviedo

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Quantitative UX researcher deeply interested in the relationship between data, technology, and society. Experienced in rigorous quantitative and qualitative methods, including experimental study design, survey design, usability testing, rapid research, thematic analysis, and dashboard visualization. Independently motivated and clear communicator with extensive presentation and publication record.

WORK EXPERIENCE

Quantitative UX Researcher
08/2024 to Present
Google AR/VR (via TechPro LLC), Mountain View, CA

- Conducted weekly moderated user testing of product with panel of five expert product users to evaluate how the product compares on metrics such as accuracy and error rates.
- Designed and executed end-to-end rapid mixed-method study in one week with results impacting best placement of tested feature for the product.
- Created interactive dashboards and data visualizations that highlight quantitative user metrics and qualitative feedback of product using python.
- Automated process of creating and editing surveys using Qualtrics API and python in order to create, send, and edit hundreds of surveys under one second.

Co-Principal Investigator
09/2019 to 08/2024
Spontaneous Communication Lab, University of California, Santa Cruz, CA

- Designed and executed end-to-end research on computer-mediated communication using qualitative and quantitative methods, such as thematic analysis and experimental studies.
- Developed and administered surveys relating to subjective feelings of social presence and perceptions of interpersonal relationships.
- Led team of undergraduate research assistants (3-6 people) through idea creation, method selection, experimental design, data collection, statistical analysis, and communication of results through four distinct projects.
- Completed statistical analyses using ANOVAs, regression analyses, and linear mixed effects models using R and presented results of experiments at various Psychology conferences.

UX Research Scientist Intern
06/2023 to 12/2023
Meta Reality Labs, Redmond, WA

- Collaborated with multidisciplinary team (10+ people) of UX researchers, designers, and engineers to improve quantitative methodological rigor in evaluating user experiences for audio augmented reality prototypes.
- Provided domain expertise from psychology to inform how products improve feelings of social connectedness and developed and evaluated novel experience metrics for spatial audio.
- Collected and analyzed user behavior through formative and evaluative surveys.

- Designed and executed end-to-end lab based quantitative/mixed method study in four months with results impacting how team measures social connectedness going forward.

UX Research Associate
08/2017 to 06/2023
Blue Marble Health, Altadena, CA
- Assisted in planning and executing user research studies including usability testing, focus groups, interviews, surveys, and field studies.
- Conducted moderated user testing of the app, *Health in Motion*, transcribed verbal feedback from user interviews, conducted thematic analysis of qualitative responses, evaluated user feedback, and recommended UX-based changes to app.
- Designed and executed end-to-end lab based quantitative studies in six months with results impacting how medical facilities recommend home-based rehabilitation and education to patients with COPD.
- Demonstrated that users improved their exercise engagement by 30% and clinicians improved their referral rates and reimbursement rates by 15% when using *Health in Motion* compared to traditional pen and paper exercise recommendations.

SKILLS

- Experimental design (expert)
- Survey design (expert)
- Qualitative methods (advanced)
- R (programming language) (advanced)
- Python (intermediate)
- Qualtrics (expert)
- Applied computational statistics (intermediate)
- Descriptive and inferential statistics (expert)
- SPSS (statistical software) (expert)

EDUCATION

University of California, Santa Cruz, CA
Doctorate, 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