

# Vanessa Y. Oviedo

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Mixed-methods researcher deeply interested in the relationship between data, technology, and society. Experienced in rigorous quantitative and qualitative methods, including thematic analysis, experimental design, and survey design. I specialize in building rigorous, impactful research that fosters cross-functional collaboration and drives the creation of successful, user-centered products.

## CORE CAPABILITIES

- **Quant:** Inferential statistics, multivariate statistics, computational statistics, dashboard visualization, data visualization, survey design, Qualtrics.
- **Qual:** Usability studies, heuristic evaluation, hallway tests, interviews, focus groups, thematic analyses, expert reviews, rapid research.
- **Coding:** R, Python, SPSS.

## WORK EXPERIENCE

### Quantitative UX Researcher

08/2024 to Present

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

- Create and manage data pipelines for Google's XR program, ensuring data reliability and accessibility for research and product teams.
- Design KPI dashboards and visualizations for weekly critical user journey testing, synthesizing tester feedback in a digestible manner to track performance across the XR program.
- Conduct high impact end-to-end survey studies on comfort, fit, and communication in XR headsets and glasses, running analysis and data visualizations to inform top KPIs and product launch readiness.
- Craft visual storytelling that helps cross-functional teams identify trends, evaluate product health, and prioritize improvements to the XR user experience.

### 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 design.
- Provided evidence that social presence enhances team creativity and demonstrated that people underestimate how well-liked they are in online interactions.
- 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.
- Conducted advanced statistical analyses (ANOVA, regression, and linear mixed-effects modeling in R) and presented findings at various psychology conferences.

## UX Research Scientist Intern

06/2023 to 12/2023

Meta Reality Labs, Redmond, WA

- Collaborated with a multidisciplinary team (10+ people) of UX researchers, designers, and engineers to improve quantitative methodological rigor in evaluating user experiences for audio augmented reality prototypes.
- Applied psychological expertise to inform how spatial audio fosters social connectedness and developed novel experience metrics validated through quantitative surveys and semi-structured interviews.
- Designed and executed end-to-end mixed-methods, lab-based study in four months, generating insights that shaped how the team measures and tracks social connectedness.
- Scaled research impact by integrating findings into product evaluation practices and aligning cross-functional teams on measurement strategies for future audio AR development.

## UX Researcher

08/2017 to 06/2023

Blue Marble Health, Altadena, CA

- 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 the app.
- Designed and executed end-to-end lab based quantitative studies in three months with results impacting how medical facilities recommend home-based rehabilitation and education to patients with COPD.
- Partnered with cross-functional team by providing data-driven insights that highlighted trends, assessed product performance, and guided prioritization of KPIs.
- 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.

## 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