Sara Sanchez

UX Researcher

Experience

→ May 2022 - Present — UX Researcher at Google
→ July 2021 - May 2022 — UX Researcher at Adobe
→ Aug 2019 - April 2021 — UX Researcher and Designer at Helioscript
→ April 2019 - April 2021 — UX Researcher and Designer at Unified Practice
→ Nov 2020 - Dec 2020 — UX Researcher at Acton School of Business (Consultant)
→ Jun 2018 - Sep 2018 — UX / UI Designer at MakeSoil

Education

→ 2017 - 2019 (Taiwan)
National Taipei University of Technology
College of Design
Master Program of Interaction Design: HCI
and User Experience, 4.0 GPA.

→ 2009 - 2014 (Guatemala)
Universidad Francisco Marroquin
Psychology Department
B.A. in Business Psychology: Organizational Behavior
and Consumer Behavior Studies, 3.9 GPA.

Skills & Expertise

→ Qualitative research methodologies (concept and usability testing, ethnographic research, longitudinal studies, contextual inquiry, field studies, diary studies, structured and semi-structured interviews).

→ Quantitative research methodologies (analytics, A/B testing, card sorting, tree testing).

→ Marketing and Business Development

→ User understanding tools (empathy map, persona analysis, jobs-to-be-done, user journey map).

→ Basics of HTML5, CSS3 and vanilla JS.

→ Service Design and Design Thinking methodologies for product and service innovation.

→ Experience with Qualtrics, User Interviews, GLIDR, Pendo, Intercom, Jira, Hubspot.

Languages

→ **English**
Native or bilingual proficiency

→ **Spanish**
Native or bilingual proficiency

→ **Chinese**
Professional working proficiency

Certifications

→ Accessibility: How to Design for All (IDF)
→ Interaction Design for Usability (IDF)
→ Design Sprint Workshop (by Jake Knapp) City
→ Science Mobility MIT Media Lab Hackathon

→ Data-Driven Design: Quantitative Research for UX (IDF)
→ User Research - Methods and Best Practices (IDF) IoT x
→ Smart Logistics (NTUST)
→ Design Kit: Human-Centered Design (NovoEd)

Honors & Awards

→ 2017 — Outstanding Contributor Award (IoT Smart Logistics) / Taiwan Minister of Edu. & NTUST
→ 2016 — MOFA Taiwan Scholarship / Minister of Foreign Affairs
→ 2014 — Magna Cum Laude, B.A. in Business Psychology / Universidad Francisco Marroquin

Publications

→ 2019 — The Integration of Service Design and Kano Model for Intergenerational Service Innovation (National Digital Library of Theses and Dissertations in Taiwan)
→ 2019 — Design Innovation for Intergenerational Services (Academia Sinica Taiwan, International Symposium on Grids & Cloud 2019)
→ 2019 — Smart City Traffic Lights Management System: A Case Study to Improve Crosswalk Safety in Taipei (IEEE International Conference on Consumer Electronic-Taiwan 2019)

<u>Resume</u>

Hello, hola, 你好

I am a skilled UX Researcher focused on digital products and technology-enabled services.

I've honed my research skills as a user experience researcher in multiple tech companies where I worked with users to understand their needs in sometimes highly sensitive contexts.

My specialty is applying qualitative research methodologies to help product teams design interfaces that match user needs.

I have a Bachelors in Business Psychology, which provided me the raw tools I need to understand human behavior and decision making. I also earned a Masters Degree from Taipei Tech in HCI and Design — taught in Mandarin — which taught me to apply psychological insights to design digital experiences.

I'm obsessed with the user and with making things that people can understand and use effortlessly. I'm highly organized, a natural leader, and have an entrepreneur's bias toward action and problem-solving.

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