

Maribel Sanchez Rodriguez

Mixed Methods UX Researcher

 Portfolio

 LinkedIn

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Summary

Mixed-methods UX researcher with a highly diverse experience researching in academia and UX. I've researched wearable devices and digital platforms and have adapted to agile environments described as purely digital or high stake monetization focused. My work goes beyond delivering actionable results, I build enduring processes that elevate research quality and outcomes.

Experience

UX Researcher II, *Eventbrite*

NOV 2024-NOV 2025 | REMOTE

Digital ticketing platform with a dual-sided marketplace serving both B2B and B2C users. In an agile environment, I tested features to optimize conversion rates, and monetization.

Key Impacts

- Increased user interaction (e.g., click rates) in features such as Vibes and it-lists
- Launched the Help Center revamp using competitive analysis and AI integration
- Increased AI CSAT scores to comparative levels as human support
- Introduced a mixed methods approach using existing data and new testing methods
- Integrated CX measures into research designs for deeper understanding

UX Researcher (Contract), *Meta Reality Labs*

MAY 2022-2024 | REDMOND, WA

Immersive technology platform (VR/AR) combining hardware and software development, balancing innovation research with user experience and product adoption.

Key Impacts

- Increased handtracking quality by 13% making it comparable to controllers
- Integrated new high performing gestures enhancing movement in the virtual space
- Directed teams of 5-10 people for national research efforts
- Designed and conducted end-to-end research for multiple teams

Research Assistant (Contract), *Meta Reality Labs*

FEB 2019-SEP 2021 | REDMOND, WA

Key Impacts

- Developed WHO-compliant research protocols to relaunch data collection during COVID
- Conducted 1,000+ experimental trials for heuristic and ground truth evaluations
- Annotated large datasets contributing to hand and body tracking launch for VR headsets
- Designed and executed A/B tests, benchmarks, and raw data collections

Research Collaborator (Volunteer), *University of Washington*

JAN 2021-AUG 2025 | SEATTLE, WA

Conducted exploratory and iterative analysis of "Communities that Care" data to identify relationships between social factors and substance use.

Research Assistant *University of Washington-Neurobehavioral Lab*

JUN 2017-AUG 2017 | SEATTLE, WA

Traditional hypothesis driven research setting the foundation for best practices.

Skills

Research Methods

Evaluative, Explorative, Quantitative, Qualitative, Multilevel, RITE method

Tools

Condens, Dscout, Ethnio, Qualtrics, MATLAB, UserTesting, Heap,, Sprig, Rally, Medallia

Analytical Methods

Descriptive, Inferential, stratified

Tools

JASP, Microsoft Excel, R Programming, SPSS, Statsig,Heap, Tableau, Google Sheets

Certificates

R Programming for Data Science

AUG 2024

Introduction to R Programming

AUG 2024

Foundations of User

Experience (UX) Design

FEB 2026

"The Back of the Napkin"

DEC 2024

Education

University of Washington

SEP 2015-AUG 2017

B.A Neuropsychology

Edmonds College

JAN 2013-JUN 2015

A. A Psychology

Publications

Martinez, G., Calhoun, B. H., Pandika, D., **Sanchez-Rodriguez, M.**, Delawalla, M. L. M., Acolin, J., Ramirez, J. J., Skinner, M. L., Oesterle, S., & Guttmanova, K. (under review). ***Developmental patterns of substance use from early adolescence to young adulthood among Latinx youth from rural or small-town communities.*** (under review)

Kin, K., Wan, C., Koh, K., Marin, A., Camgoz, N.C., Zhang, Y., Cai, Y., Kovalev, F., Zacharia, M. B., Hoople, S., Nuenes-Ueno, M., **Sanchez-Rodriguez, M.**, Bhargava, A., Wang, R., Sauser, E., Ma, S., "***Machine Learning Microgesture Recognition System for Supporting Thumb-Based VR/AR Input.***" Submitted to the ACM CHI Journal. (May 2024)

Pandika, D.M. , Guttmanova, K., Skinner, M. L., **Sanchez-Rodriguez, M.**, Morales, L.S., Kuklinski, M., & Oesterle, S. ***Discrimination and health correlates among U.S. Black, Native American, and Latinx young adults.*** Submitted to Social Science and Medicine. (under review)

Pandika, D. , Guttmanova, K., Skinner, M., **Sanchez-Rodriguez, M.** , McNeish, D., Morales, L.S., Oesterle, S. ***Tobacco use Patterns From Adolescence to Young Adulthood Among Latinx Youth From Rural Communities.*** Submitted to Journal of Adolescent Health. (May 11, 2023)