

Naomi Johnson

3+ years as mixed-methods UX Researcher; software engineering background; 7+ publications
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SKILLS

Quant analysis: Data visualizations like heatmaps & bubble charts, distribution, central tendency, variability.

Qual analysis: Affinity diagramming, sentiment analysis, topic modeling, qualitative coding, etc.

Methods: usability testing, moderating panels, journey mapping, concept testing, foundational research

Software: UserTesting, Qualtrics, SurveyMonkey, Camtasia, Decipher, Figma, Canva, Airtable

Programming languages: Python, SQL, HTML/CSS, C++, Java, R

WORK EXPERIENCE

GitHub, UX Researcher II (Security Products)

Apr 2022 - Mar 2023

- Built buy-in, designed, and deployed a research plan for 50+ stakeholders from the [Dependabot Alerts](#) team. Analyzed data and identified key user groups, user journeys, and pain points. Findings resulted in the decision to reduce noise by [pausing PRs for inactivity](#), to [increase the visibility of alerts](#), and iterative exploratory usability tests of Figma prototypes around potential new features.
- Ran 10 usability tests with developers about preventing security breaches via [Push Protection](#); findings resulted in the decision to clarify error messages and release resulted in revenue increase.

Groupon, UX Researcher I (Consumer and Merchant)

Jan 2021 - Apr 2022

- Designed and ran moderated usability tests for prototype of new homepage experience; recommended improvements for [new UX](#) across all platforms. Rollout successfully drove customers to click into local categories and led to a [51% increase in local units sold](#) in North America.
- Automated the analysis of both quantitative and qualitative feedback from baseline surveys using Python, findings resulted in a [new search & ranking algorithm](#) to improve relevance of deals.

Microsoft, Software Engineer (Records Management)

May 2020 - Jan 2021

- Crafted a quantitative survey analyzing mentoring needs and ran usability testing on Microsoft's mentor database resulting in preventing all fatal errors with first time users.
- Implemented multi-stage authorization for Records Management (M365) in C#

Adobe, Creative Lab Technologies Intern ([Data Illustrator](#))

Jan 2019 - Apr 2019

- Wrote algorithm to suggest graph type, generate updated graph, and explore data by determining relationships between a graph and a new dataset, resulting in a new feature to predict graph types.

Microsoft, Software Engineer/PM Intern (Cloud & Artificial Intelligence)

May 2018 - Jul 2018

- Designed, implemented, and tested an error-tracking dashboard with data visualizations for the Artificial Intelligence pipeline for a knowledge graph which resulted in a savings of 120 hrs per year.

EDUCATION

University of Washington, Master's in Human-Centered Design Engineering

Sep 2021 - Jun 2024

- Relevant coursework: Accessibility & Inclusive Design, International Usability, AI for EFL Pedagogy
- Volunteering: Community Relations for [UW HCDE Graduate Student Association](#), mentor for undergraduate students of [Rewriting the Code](#), mentor for young professionals via [ADPList](#).

University of Virginia, Bachelor's in Computer Science and Japanese

Aug 2018 - May 2020

- Research assistant with publications; TA for Human Computer Interaction (C3205)
- Relevant coursework: Machine Learning, Statistical Analysis, Database Systems, Algorithms