

Naomi Johnson

Mixed-methods User Experience Researcher

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SKILLS

- **UX Research:** usability testing, user interviews, concept testing, telemetry analysis, benchmarking
- **Software:** UserTesting, Camtasia, FocusVision – Decipher, Qualtrics
- **Programming Languages:** Python, C++, HTML/CSS, R
- **Natural Languages:** native English, fluent Japanese, elementary German

EXPERIENCE

Groupon, User Experience Researcher

Jan 2021 – Present

- Analyzed data and presented findings on 700+ unmoderated interviews about search and ranking algorithms using Python; findings were used to confirm and tweak planned major [CX update](#)
- Designed and ran moderated usability test on search & browse; findings resulted in A/B tests on the placement of filters and guided the re-design of homepage navigation for the same CX update
- Designed and ran unmoderated usability test on comparing the booking experience on Groupon and a competitor; identified gaps between our current product and what customers want
- Guided and mentored a summer intern during weekly one-on-one meetings

Microsoft, Software Engineer

May 2020 – Jan 2021

- Designed & ran usability tests on search UX for an internal employee database; presented findings
- Designed a quantitative survey about mentoring needs to understand users' networking methods; recruited participants and coordinated details; analyzed data leading to 10 actionable tasks to improve search UX. Resulted in first-time users' fatal errors decreasing from 33% to zero percent

Adobe, Research Intern

Jan 2019 – Apr 2019

- Wrote an 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 for [Data Illustrator](#)

Microsoft, Explore Intern

May 2018 – Aug 2018

- Created paper prototypes; interviewed 10 users to gather requirements for an error-tracking AI pipeline; ran usability tests. Product resulted in savings of 120 engineering hours per year

Stanford University, HCI Research Intern

Jun 2017 – Aug 2017

- Analyzed survey results about good web design. Ran card sorting study and a usability study resulting in 20 actionable tasks to simplify a web development tool for novice UX designers
- Desk research to inform design of usability study; data collection for usability testing of tool for web designers; technical writing for the research papers

EDUCATION

University of Washington, User-Centered Design Certificate

Sep 2021 – Jun 2022*

- Taking 13 credits towards the Masters of Science in Human-Centered Design Engineering; GPA
- Relevant skills: stakeholder collaboration, user personas, storyboards, usability tests, data analysis

University of Virginia, Bachelor's degree

Aug 2018 – May 2020

- Double major: Computer Science and Japanese, GPA: 3.44
- Teaching Assistant for Human Computer Interaction (CS 3205)
- Awarded Adobe's \$10k scholarship for women in tech ([2018](#))
- Six publications: CHI ([2018](#)), UbiComp ([2018](#)), FIE ([2019](#), [2019](#)), and Springer ([2019](#), [2020](#))