

Naomi Johnson

3+ years as mixed-methods UX Researcher; 6+ years programming; 7+ academic publications
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SKILLS

Analysis: affinity diagramming, sentiment analysis, topic modeling, data visualizations, statistics, etc.

Methods: usability testing, concept testing, moderating panels, journey maps, card sorting, foundational

Programming: Python, SQL, R, C++, Java **Human:** English (native), Japanese (fluent), German (basic)

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

WORK EXPERIENCE

GreatSchools.org, UX Researcher (Parents, Teachers, and School Admins) Jul 2023 - Present

- Designed and ran workshops to help PMs identify jobs-to-be-done (JTBD) and brainstorm key performance indicators (KPIs) for the user experience on 5+ products. Ran surveys to validate JTBD, ran interviews to map user journeys, and wrote Python script to monitor 10+ KPIs. Persuaded PMs to prioritize product improvements for these JTBD and KPI, resulting in the completion of ABC project and an increase of DEF% for DEF KPI.
- Democratized research by creating a repository of UX insights and developing and documenting protocols enabled PMs to conduct user interviews, resulting in an increase of 100+ more customer calls per year, [GHI] insights saved per quarter, and an increase from JKL% to MNO% of product releases getting tested before launch.

GitHub, UX Researcher (Security Products) Apr 2022 - May 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 (Consumer and Merchant) Jan 2021 - Apr 2022

- Designed and ran moderated usability tests for new homepage; resulting in launch of [new UX](#), driving customers into local categories, leading 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

- Implemented multi-stage disposition approval in C#, resulting in a [700% increase in deletions/week](#)

EDUCATION

University of Washington, Master's in Human-Centered Design Engineering Sep 2021 - Dec 2024

- Relevant coursework: Accessibility & Inclusive Design, International Usability, AI for EFL Pedagogy
- Volunteering: 50+ hrs mentoring ([ADPList](#), [Rewriting the Code](#)); 20+ hrs as officer for [UW HCDE GSA](#)

University of Virginia, Bachelor's in Computer Science and Japanese Aug 2018 - May 2020

- TA for HCI (C3205) and Research Assistant with 7+ peer-reviewed publications (see [Google Scholar](#))
- Relevant coursework: Machine Learning, Statistical Analysis, Database Systems, Algorithms
- Completed internships at Stanford University (2017), Microsoft (2018), and Adobe (2019)