

Naomi Johnson

Customer-focused mixed-methods UX Researcher with 3+ years of experience in Seattle, WA, USA
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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 throughout the product development cycle with developers of multiple skill levels to understand their reaction when they get prevented from pushing code that could cause a security breach ([Push Protection](#)). Findings resulted in the decision to clarify the error message before releasing to open source and enterprise release resulted in an increase in revenue.
- Moderated customer panels that increased stakeholder appetite for research and customer empathy; democratized UX research by presenting on bias mitigation and hosting office hours.

Groupon, UX Researcher I (Consumer and Merchant)

Jan 2021 - Apr 2022

- Designed and ran moderated usability tests for mobile prototypes of a new homepage experience for both existing and new customers. Findings included pain points and 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.
- Mentored an intern (feature prioritization, data analysis, public speaking) resulting in a return offer.

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. Findings included users' jobs to be done, pain points, and common fatal errors; this resulted in preventing all fatal errors with first time users in the next round of research.
- Implemented multi-stage authorization for Records Management (M365) in C#

EDUCATION

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

Sep 2021 - Jun 2024

- Relevant coursework: Accessibility & Inclusive Design, International Usability, EFL Pedagogy
- Volunteering: Community Relations for Graduate Student Assoc., Mentor for Rewriting the Code

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

Aug 2018 - May 2020

- Seven peer-reviewed publications in CHI ([2019](#)), UbiComp ([2018](#)), and others (see [Google Scholar](#))
- TA for Human Computer Interaction in Software Development (C3205)
- Completed internships at Adobe (2019), Microsoft (2018), and Stanford University (2017)

SKILLS AND INTERESTS

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

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

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

Human languages: English (native), Japanese (fluent), German (elementary)