

Naomi Johnson

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SUMMARY	Empathy-driven UX Researcher with 3+ years of experience and 7 academic research publications. Passionate about stakeholder collaboration and creating impact with research results.	
SKILLS	<p>Quant analysis: distribution, central tendency, variability, data viz (heatmaps, bubble charts). Qual analysis: affinity diagramming, sentiment analysis, topic modeling, qualitative coding. Techniques: usability testing, journey mapping, concept testing, foundational research. Software: UserTesting, Qualtrics, SurveyMonkey, Camtasia, Decipher, Figma, Canva, Airtable. Computer Languages: Python, SQL, C++, HTML/CSS, \LaTeX. Natural Languages: English (native), Japanese (fluent), German (basic).</p>	
EDUCATION	University of Washington , Seattle, Washington	Sep 2021 – Jun 2024*
	<ul style="list-style-type: none">▪ M.S., Human-Centered Design Engineering program; 3.92 GPA▪ Relevant coursework: International UX Design & Communication, Foreign Language Teaching in the Japanese Context, Accessibility & Inclusive Design.	
	University of Virginia , Charlottesville, Virginia	Aug 2018 – May 2020
	<ul style="list-style-type: none">▪ B.A., Computer Science and Japanese; 3.44 GPA▪ Relevant coursework: Statistics, Feminist Theories, Japanese Translation, Public Speaking	
	Brigham Young University , Provo, Utah	Sep 2016 – Apr 2018
EXPERIENCE	<ul style="list-style-type: none">▪ Two years' undergraduate studies in Computer Science and Japanese; 3.68 GPA▪ Relevant coursework: Data Structures, Discrete Structures, Advanced Programming, Calculus	
	UX Researcher 2 , GitHub (a Microsoft Company)	Apr 2022 – May 2023
	<ul style="list-style-type: none">▪ 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.	
	UX Researcher 1 , Groupon	Jan 2021 – Apr 2022
	<ul style="list-style-type: none">▪ 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.	
	Software Engineer , Microsoft	May 2020 – Jan 2021
	<ul style="list-style-type: none">▪ Designed & ran usability tests on search UX for an internal database; presented findings▪ Designed a quantitative survey about mentoring needs to understand users' networking methods; analyzed data leading to 10 actionable tasks to improve search UX. Resulted in first-time users' fatal errors decreasing from 33% to zero percent	
	Creative Technologies Lab Intern , Adobe Research	Jan 2019 – Apr 2019
	<ul style="list-style-type: none">▪ 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 for Data Illustrator	

Explorer Intern, Microsoft

May 2018 – Aug 2018

- Created paper prototypes and interviewed 10 users to gather preliminary requirements
- Designed, implemented, and tested an error-tracking dashboard for the knowledge graph AI pipeline
- Site resulted in a savings of 120 hours per year on status checks, is still in use as of November 2020

Research Assistant, Brigham Young University

Nov 2016 – May 2018

- Designed and ran unmoderated A/B/C study to determine UX impact on annotators' efficiency
- Analyzed telemetry and qualitative results; co-authored papers at UbiComp (2018), Springer (2019)
- Designed and ran quantitative study about students' experience in the Computer Science department, published research at FIE (2019, 2019)

Research Assistant, Stanford University

Jun 2017 – Aug 2017

- Ran card sorting interviews and usability studies on "Juxxt", a novice web developer tool
- Analyzed findings to determine 20 actionable tasks; implemented 10 using HTML/CSS/ES6
- Desk research to inform design of usability study on web design tool "Poirot", data collection for usability testing; co-authored papers at CHI (2018), Springer (2020)

PUBLICATIONS

M. Jones, C. Byun, N. Johnson, K. Seppi, "Understanding the Roles of Video and Sensor Data in the Annotation of Human Activities," in *International Journal of Human-Computer Interaction*, 1-15, Aug 2022. <https://doi.org/10.1080/10447318.2022.2101589>

K. Tanner, N. Johnson, J. Landay, "Poirot: A Web Inspector for Designers," in *Design Thinking Research: Investigating Design Team Performance*, Nov 2020. <https://www.springer.com/gp/book/9783030289591>

N. Johnson, R. Moulder, and K. Seppi, "A Longitudinal Analysis of Gender and Academic Performance Effects on Student Confidence," in *2019 IEEE Frontiers in Education Conference (FIE)*, Cincinnati, Ohio. Oct 2019. <https://ieeexplore.ieee.org/abstract/document/9028493>

N. Johnson, J. Garcia, and K. Seppi, "Women in Computer Science: Changing the Women or Changing the World?," in *2019 IEEE Frontiers in Education Conference (FIE)*, Cincinnati, Ohio Oct 2019. <https://ieeexplore.ieee.org/abstract/document/9028562>

N. Johnson M. Jones, K. Seppi, L. Thatcher, "Understanding How Non-Experts Collect and Annotate Activity Data," in *Human Activity Sensing: Springer Series in Adaptive Environments*. Springer, Cham. Sep 2019. https://link.springer.com/chapter/10.1007/978-3-030-13001-5_7

K. Tanner, N. Johnson, J. Landay, "Poirot: A Web Inspector for Designers," in *Proceedings of the 2019 CHI Conference on Human Factors in Computing Systems (CHI '19)*, ACM, New York, NY, USA, 1424-1433. May 2019. <http://doi.acm.org/10.1145/3290605.3300758>

M. Jones, N. Johnson, K. Seppi, L. Thatcher, "Understanding How Non-Experts Collect and Annotate Activity Data," in *Proceedings of the 2018 ACM International Joint Conference and 2018 International Symposium on Pervasive and Ubiquitous Computing and Wearable Computers (UbiComp '18)*. ACM, New York, NY, USA, 1424-1433. Oct 2018. <https://doi.org/10.1145/3267305.3267507>

TEACHING EXPERIENCE**Guest Lecturer**, for Dr. Kristin N. Dew (UW's M+HCID)

May 2023

- Guest speaker about UXD+UXR storytelling and portfolio presentations

Teaching Assistant, HCI in Software Development (CS 3205 at UVA's CS)

Aug 2018 – Dec 2018

- Ranked highest of five TAs in both knowledge of course content and teaching skills
- Supervised students' group work, held office hours, graded projects

Substitute lecturer, Introduction to Programming (CS 142 at BYU's CS)

Feb 2017

- Prepared and presented for four lectures about for-loops, while-loops, and debugging

Teaching Assistant, Introduction to Programming (CS 142 at BYU's CS)

Aug 2016 – Dec 2016

- Instructed lab help sessions to groups of up to 40 students about arrays, classes, and pointers
- Tutored students one-on-one and teaching debugging skills

Teaching Assistant, Introductory Japanese (JAPAN 41, 43 at at BYU-IS)

Sep 2013 – Apr 2014

- Wrote, administered, and graded exams, homework, and quizzes

- Proofread and provided written comments for a new edition of the Japanese textbook
- Spearheaded new organizational program to improve training for new teaching assistants

PROFESSIONAL SERVICE	Ladies that UX - Seattle Chapter, Mentorship Program Coordinator	2023–Present
	Rewriting the Code, Mentor & Panelist	2022–Present
	UW HCDE Graduate Student Association, Community Outreach Officer	2022–2023
	Microsoft Growth Groups - Allyship & Social Justice, Group Leader	2020
	Microsoft Mentoring for CS Undergrads, Mentor	2020
	University of Virginia Society of Women Engineers (SWE), Mentor	2019–2020
	University of Virginia Women in Computer Science (WiCS), Mentor	2019–2020
	IEEE Frontiers in Education Conference (FIE), Reviewer	2019
	ACM Technical Symposium on Computer Science Education, Reviewer	2018
	CS Department Undergraduate Committee, Undergraduate Representative	2018
AWARDS & SCHOLARSHIPS	Yext Student Scholarship for Grace Hopper Conference (Orlando, FL)	Sep 2019
	Microsoft AI for Earth grant (Redmond, WA)	Jul 2019
	Scholarship to Women in Cyber Security 2019 Conference (Pittsburgh, PA)	Mar 2019
	Anita Borg Institute Student Scholarship for Grace Hopper Conference (Houston, TX)	May 2018
	Anita Borg Institute Student Scholarship for Grace Hopper Conference (Houston, TX)	Feb 2018
	Adobe Research Women in Technology \$10,000 Scholarship (San Jose, CA)	Jan 2018
	BYU CS Research Conference Scholarship (Provo, UT)	May 2017
	BYU Half Tuition Scholarship (Provo, UT)	Apr 2017