

Naomi Johnson

Empathy-driven qualitative UX Researcher with 3+ years of experience
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WORK EXPERIENCE

GitHub Bellevue, WA

April 2022 - March 2023

UX Research II, Security Products

- 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; delivered presentations on mitigating bias; hosted office hours to democratize UX research.

Groupon Seattle, WA

January 2021 - April 2022

UX Researcher, Consumer and Merchant

- Designed and ran moderated usability tests for both new and existing customers testing mobile prototypes of a new homepage experience. Findings included summaries of both the 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 confirmed the need of 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 Redmond, WA

May 2020 - January 2021

Software Engineer, Records Management

- 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 successfully 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 Seattle, WA

September 2021 - June 2024

Masters of Science in Human-Centered Design Engineering (GPA: 3.92/4.00)

- Relevant coursework: Accessibility & Inclusive Design, International Usability, Qualitative UX Research Methods
- Volunteering: mentor for Rewriting the Code, Community Relations Officer for Graduate Student Assoc.

University of Virginia Charlottesville, VA

August 2018 - May 2020

Bachelor of Arts in Computer Science and Japanese (GPA: 3.44/4.00)

- 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