Naomi Johnson

Empathy-driven qualitative UX Researcher with 3+ years of experience
UXRnaomi@gmail.com | 1.202.908.8403 | Seattle, WA | naomi789.github.io/naomi789

WORK EXPERIENCE

GitHub Seattle, 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 increasing visibility of alerts and pausing PRs for inactivity.
- Ran 10 usability tests 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 the enterprise release resulted in an increase in revenue.
- Moderated customer panels that increased stakeholder appetite for research, delivered presentations on mitigating bias when talking to customers, and 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 feedback from baseline surveys about the search experience and relevance of resulting deals using Python. Findings confirmed the need for a new search & ranking algorithm.
- Provided weekly 1:1 mentoring to an intern on topics such as gathering customer requirements, prioritizing features, and public speaking skills, resulting in the intern receiving a return offer.

Microsoft Seattle, 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 UXR 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
Software: UserTesting, Qualtrics, SurveyMonkey, Camtasia, Decipher, Figma, Canva, Airtable
Programming languages: Python, SQL, C++, HTML/CSS
Human languages: English - native, Japanese - fluent, German - elementary