

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, AI for EFL Pedagogy
- Volunteering: 50+ hours mentoring on [ADPList](#) and [Rewriting the Code](#); Officer for [UW HCDE GSA](#)

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

Aug 2018 - May 2020

- Research Assistant with 7+ peer-reviewed publications (see [Google Scholar](#)) and TA for HCI (C3205)
- Completed internships doing building data analysis tools at Adobe (2019), dashboards for artificial intelligence tools at Microsoft (2018), and developing design tools at Stanford University (2017).

SKILLS AND INTERESTS

Quant analysis: Data visualizations like heatmaps & bubble charts, distribution, central tendency, variability.

Qual analysis: Affinity diagramming, sentiment analysis, topic modeling, qualitative coding, etc.

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

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

Programming: Python, SQL, C++, HTML/CSS **Human:** English (native), Japanese (fluent), German (basic)