



Theo Johnson

UX Researcher

RELEVANT EXPERIENCE

UX Researcher

Meijer, Grand Rapids, MI, Contract, Remote / June 2020 – Present

- Organize and manage full scale usability testing efforts across mobile, mobile web, and desktop experiences
- Organize and lead UX research projects through the full product life cycle in the jobs to be done framework
- Work cross functionally with the UX and customer experience team to structure, build, and assemble a foundation for UX research
- Conduct stakeholder interviews to align business goals and KPI's for PI planning the SAFe Agile environment.

User Researcher

Blexr, Malta, Contract, Remote / April 2020 – June 2020

- Be the voice of the user by developing an in-depth understanding of the core problems the company's users are trying to solve
- Identify the company's users and their goals, tasks, motivations, and expectations
- Consolidate ideas and research findings and provide report or briefing with major points and recommendations
- Provide recommendations on recruiting efforts, schedule and conduct user interviews

UX Researcher & Designer

New York State Parks, Oswego, NY / May 2019 – March 2020

- Conducted consumer field research, in-depth interviews, and ethnographic research to uncover the needs of product development
- Increased customer conversion rates by building an Augmented Reality System that is now available for public use at Fort Ontario State Park
- Conducted moderated usability testing with Qualtrics Survey Software to investigate overall system usability

UX Graduate Research Assistant

SUNY Oswego, Oswego, NY / January 2019 – November 2019

- Organized and analyzed behavioral inferential statistical data models using SPSS statistical software
- Supported research, design, and software development efforts to create new user interfaces, equipment and processes
- Led UX workshops and affinity diagramming sessions for the computer science department

Virtual Reality UX Research Assistant

SUNY Oswego, Oswego, NY / November 2017 – May 2018

- Designed, moderated and ran observational VR research studies
- Designed and ran usability testing with the Facebook Oculus Rift and HTC Vive virtual reality headsets for IEEE publication research projects
- Analyzed user-testing results from quantitative experimental data

CONTACTS

Email

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Portfolio

uxfol.io/theojohns91

LinkedIn

LinkedIn.com/in/theojohnson3001/

SKILLS

Research & UX: Qualitative/ Quantitative Methods | Usability Testing | Heuristic Evaluation | Task Analysis | Design Thinking | Data Analytics | A/B Testing | Formative & Summative Evaluations | Information Architecture | Jobs to Be Done Framework | Interaction Design | SAFe Agile & Scrum

Research Tools: User Interviews | Google Analytics | Qualtrics | Microsoft Excel | User Zoom | Validately | Screenflow | MockFlow | Airtable | Adobe Analytics | Jira | Miro | Hotjar Analytics

Prototyping: Adobe XD | Sketch | Figma | Invision

EDUCATION

Master of Arts in Human-Computer Interaction

SUNY Oswego
Oswego, NY
2018 - 2019

Bachelor of Arts in Cognitive Psychology

SUNY Oswego
Oswego, NY
2015 - 2018

Associates of Applied Sciences

Corning Community College
Corning, NY
2010 - 2013