

Hilary Johnson

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Education

M.L.A. Digital Media Design (3.92 GPA), Harvard University

2019 | Cambridge, MA

M.S. Human Factors in Information Design (3.82 GPA), Bentley University McCallum Graduate School of Business

2016 | Waltham, MA

Web Technologies Graduate Certificate, Harvard University

2015 | Cambridge, MA

B.A. Biology, East Asian Studies, Brown University

2009 | Providence, RI

Professional Experience

Principal UX Researcher, Liberty Mutual Insurance

May 2016 – May 2022 | Boston, MA

- Partnered with design, product management, data science, content strategy, engineering, marketing, and business partners to design digital workplace solutions.
- Planned and led end-to-end user research using qualitative and quantitative methods.
- Communicated research insights and design opportunities in creative and compelling ways using artifacts such as use cases, personas, and journey maps.
- Mentored junior UX colleagues and 2 interns on user research and UI design.

UX Research Assistant, Bentley User Experience Center (UXC)

Jan 2015 – Dec 2015 | Waltham, MA

- Planned and ran moderated usability studies for a diverse range of UXC clients, including test plans, recruiting screeners, and moderator guides.
- Translated qualitative and quantitative feedback into reports with data-driven insights and actionable design opportunities.

Program Coordinator, Reischauer Institute of Japanese Studies, Harvard University

Sep 2011 – Sep 2015 | Cambridge, MA

Bing Web Search Evaluator, Appen Butler Hill

Sep 2010 – Sep 2011 | WFH

English Teacher, GEOS for Children

Sep 2009 – Aug 2010 | Jōetsu City, Niigata Prefecture, Japan

Additional Training

International Student Participant, Kyoto Startup Summer School

Aug 2018 | Kyōto, Japan

- Attended workshops on service design, innovation, branding, and storytelling.
- Led a team of 4 to design, prototype, and test a product idea with tourists in Kyōto.

International Student Participant, University of Tokyo Innovation Summer School

Aug 2015 | Tōkyō & Tōno, Japan

- Joined workshops on product design, service design, design thinking, and innovation.
- Led a Design Thinking and innovation workshop for high school students.

Interests & Hobbies

Accessibility & barrier-free design

Afro-Caribbean & African dance

Dance/Rhythm gaming

Dance Dance Revolution (arcade), Synth Riders (virtual reality - Meta Quest 2 device)

Language study

Japanese (18 years), French (9 years)

Travel abroad

Japan (11 trips), France (7), Spain (4), England (4), Belgium, Canada, Ireland, Mexico, Netherlands, Portugal, Scotland, South Korea, Taiwan.

Relevant Skills

UX Research

- Applied research
- Card sorting
- Concept testing
- Contextual inquiry
- Diary studies
- Ethnography
- Interviewing
- Log analysis
- Mixed methods
- Research methods
- Survey design
- Tree testing
- Usability testing

Product & Service Design

- Content strategy
- Design systems
- Design Thinking
- Expert reviews
- Heuristic evaluations
- Information architecture
- Interaction design
- Jobs to be Done (JTBD)
- Journey maps
- Personas
- Prototypes
- Storyboards
- Task analysis
- Wireframes
- Workshop facilitation

Tools

- Adobe XD
- ArcGIS
- Axure
- Figma
- Unity (Unity UI)

Web Development

- Agile
- CSS
- Drupal
- Git
- HTML5
- JavaScript
- jQuery
- PHP
- Responsive design
- WCAG guidelines
- WordPress
- XML

Languages

English	● ● ● ● ●
French	● ● ● ● ●
Japanese	● ● ● ● ●
Spanish	● ● ● ● ●