

# genevieve hope johnson

## design researcher

### academic projects

#### Honda EV Community - User Researcher

January 2022 - May 2022 (ongoing) | Carnegie Mellon University

- Conducted in-depth surveys and interviews to conceptualize support mechanisms for non-tech savvy EV purchasers

#### Trekking in India - Researcher

September 2021 - October 2021 | Carnegie Mellon University

- Researched hiking trail accessibility in India through a variety of qualitative (interviews, codesigns, role plays) and quantitative (survey) methods

#### SMC Interaction Design 'Year in Review' - Project Manager

April 2021 - June 2021 | Santa Monica College

- Led a five-student team through Figma design and Webflow development
- Six months post-publish, CA legislature ratified IxD program permanence

#### Crosswalker - UX Researcher & UI Designer

October 2019 - December 2019 | Santa Monica College

- Completed observations, interviews, and on-site tests to design a prototype to discreetly help disabled pedestrians cross wide intersections

### professional experience

#### Lextant - UX Research Intern

June 2021 - August 2021 | Columbus, OH

- Conducted card sorts to build a journey map of the retirement plan sponsor selection process in a generative research project
- Built interview protocol to discover consumer-focused EV design priorities

#### SMC Sustainability Center - Graphic Designer

February 2019 - June 2021 | Los Angeles, CA (remote after March 2020)

- Designed graphic animations and promotions for 40+ zero-waste events
- Built visual brand for the newly founded 'SMC Recycles' program
- Spearheaded five annual environmental festivals for over 2,000 attendees

#### Code Tenderloin - Web Design & Development Instructor

May 2020 - July 2020 | San Francisco, CA (remote from Los Angeles, CA)

- Built and sold original, student-centered web dev curriculum
- Virtually taught HTML, CSS, and Bootstrap classes to 111 high schoolers

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### education

#### Carnegie Mellon University

May 2022 | Pittsburgh, PA | GPA 4.0

Masters of Integrated Innovation  
for Products & Services

#### Santa Monica College

June 2021 | Los Angeles, CA | GPA 3.97

B.S. Interaction Design, High Honors

A.S. Graphic Design, Concentration in UX

### awards

#### Kellogg Design Challenge

3rd Place | November 2021 | Chicago, IL

- Recognized for 'outstanding user research and human insight', prototyped a compostable Vaseline bottle for Unilever

#### Google Biodesign Sprint

Semifinalist | November 2021 | Pittsburgh, PA

- Researched and tested plant-based materials to replace plastic in Google Nests

#### Matician Innovation 2030 Challenge

1st Place | September 2021 | Pittsburgh, PA

- Designed multi-modal technology to proactively detect home plumbing leaks

### skills

#### Methods

Affinity clustering	Surveys	Netography
Contextual inquiry	Personas	Journey map
Heuristic review	Interviews	Observation
A/B testing	Prototypes	Usability testing

#### Tools

Adobe Suite	Figma	HTML/CSS
Dscout	Mural	Miro