Theo Johnson

Senior UX Researcher

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About Me

I'm a Research Leader with 7+ years of experience in Agency, Enterprise, AI and B2B space translating complex user behaviors into strategic insights that shape product vision and drive business outcomes.

Relevant Experience

Senior UX Researcher | Google

Jan 2026 – Present

- Leading mixed-methods UX research for Google Core AI/ML developer experiences, partnering with product, engineering, and ML teams to evaluate model workflows, tooling, and APIs; influenced feature prioritization and UX patterns supporting millions of developers across experimentation, deployment, and monitoring.

Associate Director, UX Research & Strategy | PACE Communications

July 2025 – Jan 2026

- Led end-to-end UX research for a large-scale website redesign, defining standardized research frameworks and operating models adopted across 5+ cross-functional teams, enabling consistent, data-driven decisions from discovery through launch.
- Designed and executed mixed-methods research (user interviews, usability testing, surveys, analytics, accessibility audits) to identify critical friction across navigation, content, and key flows, contributing to a 20%+ improvement in task success and conversion metrics post-launch.
- Influenced product, design, and engineering leadership by translating research insights into prioritized design and roadmap decisions, resulting in 100% research-backed core templates and high-traffic user journeys at launch.

Senior UX Researcher | Microsoft – Growth and Incubation (G+I)

March 2022 – July 2025

- Drove strategic research across multiple AI initiatives, including Microsoft Copilot and Partner Center, translating complex user behaviors into insights that shaped product direction across enterprise dashboards, partner workflows, and AI-powered interactions. This work directly supported digital strategy decisions impacting over 100,000 users globally.
- Developed and led global mixed-methods research plans spanning interviews, usability testing, card sorting, and task analysis—guiding teams from early discovery through to post-launch iteration.
- Partnered closely with designers, PMs, and engineers to synthesize qualitative and quantitative data into actionable frameworks, including journey maps, service blueprints, and mental model diagrams.
- Created and improved research operational infrastructure, including participant recruitment workflows, research planning templates, insight repositories, and cross-team documentation..
- Led Go-To-Market UX research for Growth & Incubation initiatives, partnering with product, marketing, and engineering to validate early-stage features, messaging, and adoption strategies before broad release.
- Regularly presented findings to VPs and cross-functional leaders, distilling complex research into concise, business-relevant narratives. Built trust with senior stakeholders by anticipating future needs, aligning research roadmaps to business goals, and surfacing unmet opportunities.
- Navigated ambiguous product spaces, especially in ML/AI development, providing strategic clarity and surfacing ethical and usability concerns that informed both design direction and model training strategies.
- Translated early signal insights into clear GTM recommendations, influencing launch readiness, feature prioritization, and regional rollout decisions for partner-facing platforms.

UX Researcher | Apple – IS&T Employee Experience Team
October 2021 – March 2022

- Conducted usability testing with Apple employees across global offices, ensuring internal tools and workflows supported the needs of a diverse, cross-functional workforce.
- Led contextual inquiry and diary studies to understand real-world usage behaviors, uncovering friction points that informed redesign priorities for internal systems.
- Created employee personas and journey maps rooted in in-depth ethnographic research, aligning product teams around a unified vision for improving end-to-end employee experiences.

Lead UX Researcher | Sony Music Entertainment – Data and Analytics
November 2020 – October 2021

- Partnered with label executives and product leads to ensure UX insights addressed the needs of independent and major music label stakeholders.
- Designed and conducted qualitative interviews, translating findings into actionable personas and journey maps that guided the prioritization of campaign analytics and ad targeting features.
- Led rapid prototyping research, delivering early-stage usability feedback that informed design decisions and de-risked development.
- Built and institutionalized a UX testing framework for early-stage campaign tools, accelerating product delivery by 25% while upholding usability standards.
- Defined and tracked success metrics tied to UX outcomes, ensuring alignment with KPIs across music marketing, analytics, and campaign teams.

UX Researcher | Meijer – Digital Products
June 2020 – November 2020

- Developed a comprehensive UX research strategy to enhance Meijer's digital platforms, contributing to a 25% improvement in mobile grocery shopper satisfaction within six months.
- Conducted competitive benchmarking and market analysis to identify innovation opportunities in the retail landscape, informing product differentiation strategy.

User Researcher | Blexr – iGaming
April 2020 – June 2020

AR UX Researcher & Designer | New York State Parks, Historic and Preservation Services
May 2019 – March 2020

UX Research Assistant | SUNY Oswego Computer Science
December 2016 – May 2018

Skills

Qualitative/Quantitative Research, Usability Testing, Heuristic Evaluations, Task Analysis, Design Thinking, Data Analytics, A/B Testing, User Interviews, Information Architecture, Machine Learning, Interaction Design, Storytelling, Guerrilla Testing, Artificial Intelligence, Contextual Inquiry, Customer Experience, Diary Studies, Empathy Maps, Service Blueprint Design, Power BI, Generative AI, Product Strategy, Video Production, Storytelling, Focus Groups, Vendor Management, Brand Strategy

Education

Master of Arts in Human-Computer Interaction, SUNY Oswego, 2019

Bachelor of Arts in Cognitive Psychology, SUNY Oswego, 2018

Associate's in Applied Science, Corning Community College, 2013