

Cassandra Johnson

UX Researcher and Product Designer with 7+ years owning the full arc from ambiguous question to shipped design, across B2B, healthcare, and consumer hardware. I plan and run mixed-methods research, synthesize qualitative and quantitative signal into a clear point of view and recommendation, and produce the wireframes, prototypes, and specs that engineering builds from. I work fluently with AI tools as a force multiplier across research and design process, and I do my best work with autonomy in ambiguous, fast-moving environments where I own both the thinking and the execution.

Experience

Meta Reality Labs – UX Researcher

September 2024 – Present (Contract)

- Embedded in a wearables team building novel consumer hardware, running continuous evaluative research from early development through public launch and post-launch iteration.
- Contributed to the launches of the Meta Ray-Ban Display glasses, Meta Neural Band, and other wearable devices, providing evidence-based signal that informed product prioritization.
- Assessed emerging AI-powered features and their value to users, shaping product development toward personalized, intuitive software experiences.
- Used AI tools across the research workflow, from synthesis and pattern recognition to reporting, accelerating turnaround while keeping analysis and judgment my own.

Coltrain (Healthcare Communication Startup) – UX Researcher

April 2024 – June 2024

- Framed the research approach from CEO stakeholder interviews and web analytics, defining the key questions behind low product engagement and surfacing new product opportunities.
- Ran remote contextual inquiry with healthcare professionals, synthesizing pain points into a prioritized set of product roadmap recommendations.

Sony – UX Researcher & Product Designer

January 2024 – June 2024 (Independent Project)

- Owned an ambiguous, blue-sky brief from problem definition to a prototyped consumer-electronics concept, including research direction, scope, and stakeholder communication.
- Ran generative and evaluative mixed-methods research (contextual inquiry, surveys, co-design, and usability testing), translating findings into clear design principles that were used to create user journey maps, user flows, personas, and a prototyped concept.

Appa Health (Mental Health Startup) – UX Researcher

August 2023 – October 2023

- Investigated drop-off in the sign-up journey for a teen mental health product, identifying the experience barriers behind low conversion.
- Presented findings and a prioritized recommendation to stakeholders, making the case for a user-focused direction to streamline onboarding.

EY – Senior UX Researcher & Product Designer

Seattle, WA – August 2018 – March 2023 (Independent Project)

- Led research and design across Fortune 500 B2B and enterprise products as a UX consultant, owning the arc from discovery through wireframes, prototypes, and handoff-ready designs
- Designed for complex, multi-step operational workflows including a smart-thermostat homeowner app, a dealer monitoring portal, a vehicle warranty platform, and a blockchain agriculture supply-chain tool.
- Ran iterative concept validation and usability studies that improved navigation, reduced friction, and increased task success across B2B platforms.
- Partnered with engineering and product to turn research into shipped design, aligning to MVP needs, sprint cycles, and long-term strategy.

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Education

University of Washington, MS

Human-Centered Design & Engineering

Seattle, WA, USA

Northeastern University, B.S.

Chemical Engineering

Minor in Information Design

Boston, MA, USA

Relevant Master's Coursework:

- Experimental Research Methods
- Accessibility & Inclusive Design
- User-Centered Design
- Usability Studies
- Remote UX Research
- Interaction Design & Prototyping
- Service Design
- Computational Concepts

Skills

UX Research & Design:

User Interviews, Usability Studies, End-to-End Testing, Concept Testing, Survey Design, Co-Design/Focus Groups, Literature Review, Competitive Analysis, Contextual Inquiry, A/B Testing, Journey Mapping, Design Systems, Interaction Design, Information Architecture, Wireframing, Prototyping, Responsive Design, T-Tests, ANOVA

Tools & Software:

LLMs (e.g. Claude), Multimodal AI tools, Mural, Miro, Great Question, UserInterviews, Qualtrics, Tableau, InVision, Figma, Sketch, Adobe Creative Suite, Azure DevOps, JIRA

Certificates

Nielsen Norman Courses:

- Analytics & User Experience
- The Human Mind & Usability
- Measuring UX & ROI
- Being a UX Leader