

Micah Johnson

hello@micahjohnson.co · micahjohnson.co · San Francisco or remote · Open to contract · linkedin.com/in/mjjsf

SUMMARY

Product designer and user researcher with 15 years in design, experience in AI and regulated industries, and interests in theory and philosophy.

EXPERIENCE

Micah Johnson Studio

Apr 2026 – present

Product Designer + User Researcher · San Francisco, CA (remote)

- **From research to shipping**
- **AI book recommendation feature** leveraging personal reading history, **built for privacy and trust**.

Mercor Intelligence

Sept 2025 – Mar 2026

Product Design / UX Expert · San Francisco, CA (remote)

Provided expertise in product design to **improve models for a top AI lab**.

SF Civic Tech

July 2024 – May 2025

Product Design Lead · San Francisco, CA (remote)

Made complex earthquake safety data accessible on +5,400 at-risk San Francisco households

- Defined and validated product direction through **surveys with ~50 respondents (qual+quant data), A/B testing, 8 moderated remote usability testing sessions**, translating research findings into scoped features aligned with technical constraints and delivery roadmap.
- **Owned end-to-end product design**, defining product concept, information architecture, interface archetype, component library, branding, clickable prototypes and responsive MVP in collaboration with engineering, data science, and product management.

First Republic Bank (now part of JPMorgan Chase)

Mar 2016 – June 2023

Senior Visual Designer · San Francisco, CA (hybrid)

Design for **Private Wealth Management, New York region, and company rebranding**. Partnered with cross-functional teams in an agile environment to deliver brand campaigns, motion graphics, and visual design across consumer touchpoints, working within compliance and legal requirements.

- **550 end-to-end projects from 2018–2022**, for example:
- **Generated \$3MM in regional deposits** from pilot campaign, signaling broad rollout.
- **+10% brand awareness lift** in New York (campaign with 470MM impressions from 2021–2022).

CORE COMPETENCIES

Product & Strategy UX strategy · information architecture · user flows · data-driven design

Execution & Craft UI/UX · responsive design · prototyping · component libraries · WCAG accessibility

Research & Validation user research · usability testing · interviews · A/B testing · synthesis

AI & Technical design for AI · human-in-the-loop workflows · prompt engineering · HTML · CSS

Tools Figma · Claude Code · GitHub · ChatGPT · UserTesting · UserInterviews · Adobe Analytics · Adobe CC

EDUCATION & CERTIFICATIONS

UX Certification, Interaction Design · Nielsen Norman Group

A.S. Social and Behavioral Sciences · City College of San Francisco