

Hilary M. Johnson

Boston, MA · hilary.m.johnson@gmail.com · [LinkedIn](#) · [Portfolio](#)

At the boundary between people and complex systems, I study what breaks and design what works. 6 years as a principal IC at Liberty Mutual, leading information architecture for an enterprise platform serving 45,000+ employees across global markets. 4 years building Oak Grove, a multi-market e-commerce platform architected from the start around AI and automation. M.S. Human Factors in Information Design. Open to Boston, NYC, US-Remote.

EXPERIENCE

Applied AI Product Lead

Oak Grove 5/2022 – Present · Boston, MA

Built and operated a multi-market e-commerce platform across US, UK, and Japan, architected from day one around automation rather than headcount.

- Designed the orchestration layer across AI systems, sequencing Gemini, Claude, and DeepL pipelines with human review gates at deliberate decision points.
- Designed the human review layer throughout: where AI output goes live, where it requires human verification, and where human craft produces better outcomes than automation.
- Built and managed n8n automation workflows connecting product, fulfillment, translation, and marketing systems across three international storefronts.
- Owned product strategy, workflow architecture, vendor selection, storefront operations, catalog structure, fulfillment logic, analytics, and market expansion as a solo operator.

Principal User Researcher & Product Designer

Liberty Mutual Insurance 5/2016 – 5/2022 · Boston, MA

Led information architecture and workflow design for a Fortune 100 enterprise intranet serving 45,000+ employees across global markets.

- Led information architecture for Liberty's enterprise intranet, defining how content, tools, and systems were organized so employees could find information and complete tasks reliably at scale.
- Designed interaction patterns and workflows for complex, multi-step enterprise processes, translating ambiguous operational requirements into structured, testable system behaviors.
- Conducted mixed-methods research across the full range of IA and usability methods — card sorting, tree testing, first-click studies, moderated and unmoderated usability studies, diary studies, contextual inquiry, interviews, and surveys — triangulated with traffic data and search logs to surface friction, validate designs, and inform platform priorities.
- Collaborated across product, engineering, and content teams to ship cross-functional initiatives on a platform used daily by tens of thousands of employees across offices, languages, and organizational layers.
- Synthesized findings across a complex product ecosystem into recommendations for senior stakeholders, connecting ground-level workflow problems to platform-level decisions.
- Mentored 2 junior researchers in systems-level thinking and synthesis rigor, strengthening team capacity for UX research on complex platform initiatives.

EDUCATION

Bentley University

- M.S. in Human Factors in Information Design, McCallum Graduate School of Business, 2016

Harvard University

- Master of Liberal Arts (ALM) in Digital Media Design, Harvard Extension School, 2019
- Web Technologies Certificate, 2015

Brown University

- B.A. in Biology & East Asian Studies

SKILLS

AI & Workflows

n8n workflow design, Gemini (image analysis and generation), human-AI task boundary design, generative AI, prompt and orchestration design

Process & Systems

Information architecture (IA), interaction design, workflow design, systems thinking, human factors, human-computer interaction, human-AI interaction, human-in-the-loop (HITL)

Research & Validation

Mixed-methods research, usability testing, card sorting, tree testing, first-click studies, contextual inquiry, diary studies, interviews, surveys, heuristic evaluation, ethnography

Tools & Technical

Claude, Claude Code, Gemini, MCP, APIs, JSON, Git, Airtable, n8n, Shopify, HTML, CSS, JavaScript, Figma, Axure RP, Unity

Languages

English (native) · Japanese (advanced) · French (basic)