

CATALINA JOHNSON

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EDUCATION

Industrial Design

Masters of Science | 2021

ArtCenter College of Design, Pasadena, CA

Product Design

Summer Intensive | 2017

Parsons School of Design, New York, NY

Mechanical Engineering

Bachelor of Science | 2012

Brigham Young University, Provo, UT

AWARDS & RECOGNITION

ArtCenter College of Design

Student Gallery | SP 2020

H. B. Edwards Endowed Scholarship | SP 2020

Student Leadership (SLED) Grant | SP 2020

Department Merit Scholarship Award | 2018-2021

Brigham Young University

Women in STEM Career Conversations | 2016

Enriched Environment Scholarship | 2008-2012

Department Scholarship Award | 2008-2012

SKILLS & INTERESTS

Methods

Industrial Design, Interaction Design, Future Casting, Ethnographic Design Research, Concept Generation, Storytelling, Mockups, Product Strategy, FMEA, GD&T

Materials

Rapid Prototyping, User Testing, Production Tool Kick-Off

Software

SolidWorks, CATIA V5, Rhino, Unity, Figma, Sketch, Adobe Creative Suite

Collaboration

Zoom, Google Meet, Webex, Slack, Google Suite, Miro

Interests

Baking, Dogs, Needle Felting, Neon Bending, Pizza

Languages

English, Conversational Spanish

PROFESSIONAL

Experience Design Strategist | Ford Next

Ford Motor Company, Detroit, MI | 07/2021 - Present

Lead CX discussions in cross-disciplinary teams. Established customer experience playbook, training for launch of service. Curated experiences, service design for new business model. Created frameworks to understand customer experiences, touch points, and business models. Facilitated and conducted customer research at business launch. Deliver report and analysis to inform product roadmaps.

Career & Professional Development Graduate Student Assistant

ArtCenter College of Design, Pasadena, CA | 01/2021 - 05/2021

Spearheaded updates on interview tool for all ArtCenter departments. Revised student resumes, providing constructive feedback for various careers.

Product Development Engineer

Ford Motor Company, Dearborn, MI | 09/2012 - 05/2017

Ford College Graduate Program Completed cross functional rotational program in 6 different teams throughout the product development cycle. Led design reviews, approval meetings, and regulatory testing for various milestones in product lifecycle. Directed 3D design team for CAD on 6 different trim levels. Kept costs for 117 parts under budget 10% of stretch targets. Collaborated regularly with 12 seat engineers, program management and suppliers around the globe for quality and production timelines. Managed and mentored 2 new engineers as lead engineer.

CLIENT WORK

Designer - Sponsored Google DesignStorm

Google, ArtCenter, Pasadena, CA | 11/17-19/2020

Selected to participate in a 3-day, collaborative DesignStorm sponsored by Google. Provided client with new visions to explore further in Google teams.

Designer - Sponsored Project - Design Matters

KidSpace Children's Museum, Pasadena, CA | 09/2019 - 12/2019

Designed concept for an open-ended, sensory play-based children's museum exhibit and community outreach program. Validated design with on site user research and testing with 30+ museum guests. Presented final concept, prototypes to 3 museum directors for approval.

EXPERIENCE

Rapid Prototyping Teaching Assistant

ArtCenter College of Design, Pasadena, CA | 01/2019 - 04/2020

Campus Recruiter

Ford Motor Company, Dearborn, MI | 08/2013 - 05/2016

Collaborative Design & Manufacturing Researcher

Brigham Young University, Center for eDesign, Provo, UT | 04/2011 - 06/2012

Sponsored Capstone Project Mechanical Engineer

Brigham Young University, Union Pacific Railroad, Provo, UT | 09/2011 - 04/2012

Multicultural Student Services Assistant

Brigham Young University, Provo, UT | 12/2009 - 06/2011

VOLUNTEER

Teacher (in person & via Zoom), Graphic Designer, Secretary

The Church of Jesus Christ of Latter-day Saints | 2016 - 2021

Prepared and led interactive discussions with members on zoom and in person. Designed posters and fliers for regional in-person and virtual events.