



# Catalina Johnson

I am a Strategic UX & Product Designer with 10+ years of experience bringing user-centered products and experiences to market. I design thoughtful, human-centered experiences that scale across complex systems, executing best where design, operations, and business meet.

## PROFESSIONAL EXPERIENCE

### CUSTOMER EXPERIENCE MANAGER | MODEL-E HOME CHARGING

FORD MOTOR COMPANY, DETROIT, MI | 02.2024 - PRESENT

- Owned end-to-end customer journey design and service blueprint for the national Ford Power Promise, enabling 23K+ home charger installations. Aligned cross-functional stakeholders to operationalize design and fulfillment at scale.
- Analyzed user interactions, dealer feedback and sales performance to inform design-driven marketing strategies; influenced larger training documentation and communications strategy.
- Launched 4 dealer pilots in 6 months and iteratively tested design processes in market. Audited sales consultant feedback and data for learnings, synthesizing insights to inform GTM strategy and build a scalable national sales experience.
- Authored and owned critical PRD to resolve cross-functional gaps. Kicked off project with Dealer Member Portal, accelerating the design within the first sprint.
- Developed merchandising and experience focused content and copy for dealer, installer, and customer facing materials for 5+ campaigns.
- Directed Product Detail Page (PDP) enhancements and attribute tagging for home charging products, improving CX with on-site search discoverability and conversion during eCommerce platform migration. Supported design QA testing for go-live.

### SR. EXPERIENCE DESIGN STRATEGIST | GLOBAL EXPERIENCE DESIGN

FORD MOTOR COMPANY, DETROIT, MI | 03.2023 - 02.2024

- Collaborated with Accessories, Merchandise, and other business teams to align design strategy to align business and customer needs for Retail experiences.
- Piloted interactive experiences to improve dwell time during the Shop & Use phases of customer journey. Prototyped and tested experiences in-market with production deadlines. Informed product design roadmaps and strategies with insights from data and qualitative research on desirability, feasibility, viability.
- Created UX focused training materials and dealership playbooks. Built and launched trial experiences in dealerships for live testing and iterative refinement.
- Championed discussions with senior executives & stakeholders across the company to guide the team through work streams. Identified and activated internal engagement platform to enhance experience design communication & buy-in.
- Conceptualized the initial customer journey maps for new, connected services, integrating strategies for customer conversion and retention.

### EXPERIENCE DESIGN STRATEGIST & RESEARCHER | FORD DRIVE

FORD MOTOR COMPANY, DETROIT, MI | 07.2021 - 03.2023

- Implemented end-to-end customer journey design and service blueprint for Ford Drive, a start up within Ford, enhancing vehicle subscription experiences. Executed early launch with CRM, onboarding tools, and training. Improved service design and operations to maintain speed and consistency while optimizing for customer satisfaction with scaling operations.
- Led recruitment, developed research guides, and conducted research generating actionable UX and business insights for product managers and software teams. Created UX frameworks and journey maps to refine customer experiences.
- Engineered a custom Customer Satisfaction (CSAT/NPS) tracking system to capture UX feedback, serving as a cost-effective alternative to Medallia. Measured a key performance indicator for business success and customer experience improvement.
- Developed & executed marketing customer retention plan, independently, including copywriting, distribution, and monitoring feedback.

## EDUCATION

### MASTERS OF SCIENCE

ARTCENTER COLLEGE OF DESIGN  
PASADENA, CA | 2021

Industrial Design

### BACHELORS OF SCIENCE

BRIGHAM YOUNG UNIVERSITY  
PROVO, UT | 2012

Mechanical Engineering

### TRAINING+CERTIFICATION

#### RUTGERS

Mini-MBA | Current

#### YALE SCHOOL OF MANAGEMENT

Decision Making | 2025

#### PARSONS SCHOOL OF DESIGN

Color Theory | 2023

Product Design | 2017

## SKILLS

### LEADERSHIP & COLLABORATION

Stakeholder Management  
Executive Presentations  
Workshop Facilitation  
Design Storytelling  
Documentation  
Feedback & Critique  
Mentorship

### USER EXPERIENCE DESIGN

User-Centered Design (UCD)  
End-to-End UX Design  
Web & Application Design  
Journey Mapping  
Service Design  
Information Architecture  
Wireframing & Prototyping  
User Testing  
Concept Generation  
Design Strategy  
Product Launch  
Design Systems  
Concept Development

### UX RESEARCH & TESTING

Qualitative & Quantitative Research  
User Interviews  
Research Planning  
Research Synthesis  
Usability Testing  
Customer Insights  
Data-Informed Design



## DESIGN + RELEASE ENGINEER | PRODUCT DEVELOPMENT

FORD MOTOR COMPANY, DEARBORN, MI | 09.2012 - 05.2017

- Owned design, release, and production engineering efforts for global vehicle seating and safety restraints; Directed 3D design team for CAD on 6 different trim levels, Optimized for costs within stretch targets.
- Coordinated with global seat engineers and suppliers. Facilitated cross-functional collaboration and design reviews with global stakeholders in finance, safety, design, supplier, and manufacturing teams.
- Authorized kick off for production tooling for over 100 parts, and modifications of tools as needed through product lifecycle.
- Completed rotational program with 8 teams over 36 months, Contributed to the complete development cycle of product development, manufacturing, and quality.
- Mentored new engineers as lead engineer.

## OTHER EXPERIENCE+ VOLUNTEERING

### SPONSORED - DESIGN SPRINT

GOOGLE, ARTCENTER, PASADENA, CA | 11.2020

### SPONSORED - DESIGN MATTERS

KIDSPACE CHILDREN'S MUSEUM, PASADENA, CA | 09 -12.2019

### CAREER & PROFESSIONAL DEVELOPMENT STUDENT ASSISTANT

ARTCENTER COLLEGE OF DESIGN, PASADENA, CA | 01.2021 - 05.2021

### STEM CAMPUS RECRUITER

FORD MOTOR COMPANY, DEARBORN, MI | 08.2013 - 05.2016

### VOLUNTEER, COORDINATOR

FORD MOTOR COMPANY | 2013 - 2016, 2022 - 2026

## AWARDS+RECOGNITION

Ford Recognition Award | '22 '24 '25

Student Gallery & Leadership Grant, HB Edwards Endowed Scholarship | '20

Department Merit Scholarship | '18 - '21

Women in STEM Career Panel | '16

Enriched Environment Scholarship, Department Scholarship | '08 - '12

## ENGINEERING

Product Launch  
Requirements Definition  
Feature Prioritization  
Systems Thinking  
Design-to-Delivery Execution  
Production Tool Kick-Off  
Rapid Prototyping  
3D Printing

## TOOLS & SOFTWARE

Figma  
Miro  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
SolidWorks  
CATIA V5  
Rhino  
Microsoft Office  
Zoom, Teams, Slack

## WHAT ELSE I BRING

### LANGUAGES

English & Conversational  
Spanish

### STRENGTHS FINDER

#### INDIVIDUALIZATION

Design for user needs while  
respecting diverse stakeholders

#### ANALYTICAL

Brings research, data, and  
customer insights into decisions

#### HARMONY

Builds alignment across teams  
to deliver cohesive experiences.

#### FUTURISTIC

Anticipates future needs to  
shape scalable solutions.

#### ACHIEVER

Executes reliably within real-  
world constraints.

