

CATALINA JOHNSON

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PROFESSIONAL EXPERIENCE

Design Researcher | Ford Next

Ford Motor Company, Detroit, MI | 10/2022 - Present

Conducted customer research at business launch. Led recruitment, developed research approaches, and prepared materials for primary research interviews.

Delivered research report and analysis to inform product roadmaps and marry associate needs (desirability) with business needs (viability). Synthesized insights into recommendations for partners. Created frameworks to understand customer experiences, touch points, and business models.

Self Initiated Project: Took the lead to create a robust NPS measurement strategy. Gained experience defining the success criteria and key performance indicators (KPIs) used to measure product & design effectiveness.

Sprint Project: Collaborated with marketing to complete retention plan for customers, including copywriting, sending out communications, and monitoring feedback.

Experience Design Strategist | Ford Next

Ford Motor Company, Detroit, MI | 07/2021 - 10/2022

Led Customer Experience (CX) discussions in XF teams during pre-launch activities: Collaborate with marketing, customer care, and operations teams to deliver CX and robust brand experience.

Established CX playbook, training for launch of service. Designed and implemented a physical design for on-site location that is customer experience focused. Traveled for in-person training of on-site associates.

Advocated for on-site associates as primary contact in understanding the customers and delivering the best experiences. Reviewed the process 90-days post launch to incorporate learnings and strive for strategic foresight with desirability, feasibility, viability, and sustainability.

Curated experiences, service designs for new business venture to align with brand values and maintain corporate standards. Designed services and user-facing experiences that allow us to increase the speed of delivery while simultaneously improving the quality of products and services. Facilitated customer feedback collection, including NPS, as a part of product launch.

Developed research plan for existing business and new products based on cross-functional partners. Influenced and collaborated across cross functional (XF) partners to land opportunities, align against strategies in a dynamic and complex environment with competing agendas. Prioritized strategy based on complex business, product, and customer needs.

Self Initiated Project: Create custom touchpoint mapping tool specific to end-to-end user journey and to identify opportunities for business growth. Designed mapping tool in Figma, through an iterative process, sharing with stake holders for feedback and testing.

Career & Professional Development Graduate Student Assistant

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

Finalized interview questions, created video content, edited footage for a virtual interview tool, Big Interview, for all ArtCenter departments.

Revised student resumes across all departments in a quick timeframe, providing constructive feedback based on resume standards and clarity. Provided students with guidance on information to include for various careers to present their best qualifications.

Self Initiated Project: Created a design proposal to improve Art Center CPD Website for IX industry standard design practices and increased effectiveness for all students. Proposed design was outside responsibilities and handed over to password holder to update in Squarespace platform.

SKILLS

Methods

Experience Design, Industrial Design, Interaction Design, Future Casting, Ethnographic Design Research, End-to-End Journey Mapping, UI Development, Concept Generation, Storytelling, Mockups, Product Strategy, Design Thinking, FMEA, GD&T

Collaboration

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

Software

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

Materials

Rapid Prototyping, User Testing, Thinking with your hands, Production Tool Kick-Off

Languages

English, Conversational Spanish

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Product Development Engineer

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

Worked as lead engineer over global vehicle seat foam design and release for production - Ford Edge Global platform & 2020 Ford Explorer / Lincoln Aviator platform. Directed 3D design team for CAD on 6 different trim levels, kept costs for 117 parts within 10% of stretch targets, and coordinated with global seat engineers and suppliers. Collaborate with other engineers, program management, and suppliers around the globe for quality and production timelines. Managed and mentored 2 new engineers as lead engineer. Experienced in influencing, negotiating with and gaining buy-in from stakeholders.

Ford College Graduate Program: Completed cross functional rotational program in different teams throughout the product development cycle. Led design reviews, approval meetings, and regulatory testing for milestones through the entire product lifecycle.

Design Technical Office | 2019 Ford Focus & Early Concept

Design and Release Engineer | 2016 Ford Edge - Side Air Bag

Vehicle Launch Engineer | 2015 Ford F-150

Evaluation and Verification Engineer | 2013 Ford Transit

Quality | 2013 Ford Escape

Factory Assembly Line | 2012 Ford F-150

SPONSORED PROJECTS

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.

VOLUNTEER

Teacher (in person & online), Graphic Designer, Secretary

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

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

INTERESTS & GOALS

Baking, Dogs, Needle Felting,
Neon Bending, Pizza,
Teaching & Mentoring

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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

Ford Motor Company

Ford Recognition Award | Dec 2022

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

PAST EXPERIENCE

Rapid Prototyping Teaching Assistant

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

Managed submissions and maintained Markforged and Makeit 3D printers for all studio member projects and prototypes. Assisted in operation of Roland CNC Machine.

STEM Campus Recruiter

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

Team lead over 15+ recruiters. Managed applications and interviews for 40+ applicants per year.

Travel to campus to help coordinate events and meet with prospective applicants

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