

Catalina Johnson

I am a STRATEGIC DESIGNER & LEADER that strives to create systems that can evolve and empower others to reach their full potential.

catalina-johnson.com

catalinajohnson.cj@gmail.com

301-302-1828

linkedin.com/in/catalina-johnson/

PROFESSIONAL EXPERIENCE

Senior Experience Design Strategist | Global Experience Design

Ford Motor Company, Detroit, MI | 03/2022 - Present

Led strategy for new Retail experiences for Ford Dealerships. Directed team to align design with strategic goals. Engaged with various stakeholders (Brand, Marketing, Accessories, Merchandise, IT, CX, Field Ops, etc.) to understand implications, develop trial strategies, and metrics to measure customer experience. Developed and implemented strategy for trials to generate data-driven and qualitative insights to enhance sales and customer loyalty.

Delivered completed design, strategy, and presentation for global executives & dealership owners to walk through prototype experiences within 3 months. Built and launched trial experiences in dealership for live customer and sales associate testing and feedback. Created dealership playbooks and led training to support dealership staff.

Worked with insights & data to present recommendations that can drive revenue for Ford & dealerships (in progress through Q4).

Experience Design Strategist & Researcher | Ford Next

Ford Motor Company, Detroit, MI | 07/2021 - 3/2022

Designed services with user-facing and back-end touch points for new business venture (FordDrive). Increased the speed of delivery while maintaining consistent customer and brand experience and improving the quality of service. Collaborated with stakeholders (Brand, Marketing, Customer Care, Engineering, Business Operations, etc.) on customer experience and brand experience for successful product launch. Improved the process 90-days post launch to incorporate learnings and strive for strategic foresight with desirability, feasibility, viability, and longevity.

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. Led recruitment, developed research approaches, and prepared materials for primary, customer research interviews.

Delivered research report to inform product roadmaps and marry expectations (desirability) with associate needs (feasibility) with business needs (viability). Created frameworks to understand customer experiences, touch points, and business models. Created end-to-end user journey map and to identify opportunities for business growth. Developed & executed marketing customer retention plan, including copywriting, distribution, and monitoring feedback.

Career & Professional Development Graduate Student Assistant

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

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

Revised resumes in a quick timeframe, providing constructive feedback based on resume standards and clarity. Provided students with guidance on information to include for various careers. Developed layout for existing content into better information architect structure for UX standards.

Design & Release Product Development Engineer

Ford Motor Company, Dearborn, MI | 09/2014 - 05/2017

Worked as lead engineer over global vehicle seat foam for production of Ford Edge Global platform & 2020 Ford Explorer / Lincoln Aviator. Directed 3D design team for

SKILLS

Strategy

Stakeholder Management
Design Strategy
Workshop Facilitation
End-to-End Journey Mapping
Design Thinking

Design

Experience Design
Industrial Design
Service Design
Interaction Design
Concept Generation
Sketching & Storyboarding
Wireframe Development

Research

Qualitative & Quantitative
Research Interviews
Ethnographic Design Research
Future Casting

Software

Adobe Creative Suite
Figma
SolidWorks
CATIA V5
Rhino
Unity

Collaboration

Webex
Slack
Miro

Materials

Rapid Prototyping
User Testing
3D Printing

Engineering

FMEA
GD&T
Production Tool Kick-Off
Design for Manufacturing
Product Launch

Languages

English
Conversational Spanish

Personal Passions

Career Development
Empowering Others
Corporate Volunteer Work
Culture Building
Perpetual Learning

CAD on 6 different trim levels, kept costs within 10% of stretch targets for 117 parts, and coordinated with global seat engineers and suppliers.

Managed and mentored 2 new engineers as lead engineer. Collaborated with global stakeholders (Finance, Safety, Design, Planning, Manufacturing, Program Management, Suppliers, etc.) for quality and production timelines. Experienced in influencing, negotiating with, and gaining buy-in from stakeholders.

Product Development Engineer : Ford College Graduate Program

Ford Motor Company, Dearborn, MI | 09/2012-09/2014

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.

Understanding for manufacturing process & product development by supporting Design Technical Office, Design & Release, Evaluation and Verification Engineering, Launch Engineer, Factory Assembly Line Manufacturing, and Quality.

OTHER EXPERIENCE

Designer - Sponsored Google DesignStorm

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

Supported concept generation in a 3-day sprint, collaborative DesignStorm sponsored by Google. Provided client with new visions to explore 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 museum directors for approval.

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

Mechanical Engineer - Sponsored Capstone Project

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

EDUCATION

Industrial Design

Masters of Science | 2021
ArtCenter College of Design
Pasadena, CA

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 | 2020

H. B. Edwards Endowed
Scholarship | 2020

Student Leadership (SLED)
Grant | 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

TRAINING & CERTIFICATION

Parsons School of Design

Color Theory | 2023

Product Design | 2017

VOLUNTEER

Coordinator, Shopper

Operation Good Cheer - Ford
Motor Company | 2022, 2023

Leader, Teacher, Graphic Designer, Secretary

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