



Catalina Johnson

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SUMMARY

UX strategist and service designer with 10+ years translating complex systems into clear direction. I work upstream of production to shape product and business decisions. My background spans mechanical engineering, industrial design, and experience strategy; I bring systems rigor and human-centered thinking to ambiguous problems.

EXPERIENCE

GTM OPERATIONS HOME CHARGING & ENERGY SERVICES CX | FCSD

FORD MOTOR COMPANY, DETROIT, MI | 01.2026 - 06.2026

- Led go-to-market strategy and CX operations for home charging and energy services, including a dealer sales tool and process built across complex IT and IA systems.

MANAGER HOME CHARGING CUSTOMER EXPERIENCE | MODEL-E

FORD MOTOR COMPANY, DETROIT, MI | 02.2024 - 1.2026

- Owned end-to-end CX strategy for a national home charging program: 30K+ installations, 40% peak take rate, 9.35 installer CSAT.
- Reframed a logistics problem as a trust gap through multi-source research synthesis, redirecting the program's design and communication strategy.
- Built journey maps and service blueprints across customer, installer, and dealer touchpoints that drove dealer training and product prioritization.

SR. EXPERIENCE DESIGN STRATEGIST | GLOBAL EXPERIENCE DESIGN

FORD MOTOR COMPANY, DETROIT, MI | 03.2023 - 02.2024

- Led experience strategy across retail innovation projects tested in-market and advanced to product. 72% of customers reported increased purchase intent for Ford Bronco and Ranger.
- Developed journey maps, service blueprints, and experience frameworks aligning cross-functional teams around human-centered retail across digital and physical touchpoints.

SERVICE & EXPERIENCE DESIGN STRATEGIST | FORD DRIVE

FORD MOTOR COMPANY, DETROIT, MI | 07.2021 - 03.2023

- Designed the end-to-end service experience for a vehicle subscription: 82% of 200 vehicles deployed in 10 weeks, 97.8% payment rate.
- Led qual and quant research from recruitment through synthesis; findings supported executive presentations and growth from 1 to 3 California markets.

PRODUCT DEVELOPMENT ENGINEER

FORD MOTOR COMPANY, DEARBORN, MI | 09.2012 - 05.2017

- Owned design, release, and production engineering for global vehicle seating and safety restraints across 6 trim levels; facilitated cross-functional reviews with global stakeholders in finance, safety, design, and manufacturing.

EDUCATION

MS, INDUSTRIAL DESIGN | 2021

ArtCenter College of Design

BS, MECHANICAL ENGINEERING | 2012

Brigham Young University

CONTINUING EDUCATION

Rutgers, Yale SOM, Parsons

CORE COMPETENCIES

- Journey mapping, service blueprints & ecosystem mapping
- Strategic framing, systems thinking & opportunity architecture
- Research synthesis & insight translation
- Workshop facilitation, co-design & concept validation
- Cross-functional stakeholder alignment
- Information architecture & experience flows
- Figma, Miro, Adobe Creative Suite, Keynote / PowerPoint