

# CATALINA JOHNSON

Hello there! I am a **strategic designer** with 7+ years of bringing products and experiences to life around the globe through empowering collaboration to reach business needs. I thrive in fast paced environments and working with complex systems, technologies, and industries.

## PROFESSIONAL EXPERIENCE

### Senior Experience Design Strategist | Global Experience Design

Ford Motor Company, Detroit, MI | 03/2023 - Present

Developed the inaugural customer journey map, user flows, and wireframes for e-commerce and new vehicle services.

Championed discussions with senior executives, guiding teams and driving progress in complex projects in ambiguous opportunities.

Led design strategy for innovative retail experiences at Ford Dealerships, collaborating with diverse stakeholders (Brand, Marketing, Accessories, Merchandise, IT, CX, Field Ops, etc.).

Built and launched trial experiences, created dealership playbooks, and provided staff training.

Utilized insights to improve operations, drive design development, and define product strategy.

### Experience Designer & Researcher | Ford Next

Ford Motor Company, Detroit, MI | 07/2021 - 3/2023

Designed services for new business venture (Ford Drive), maintaining consistent customer experience, and collaborated with stakeholders for a successful product launch.

Facilitated customer feedback collection (NPS), developed research plans, and informed product roadmaps.

Created frameworks and end-to-end journey maps for understanding customer experiences and identified opportunities for business growth.

Developed and executed marketing customer retention plans including copywriting, distribution, and monitoring feedback.

### Design & Release Product Development Engineer

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

Appointed lead engineer for global vehicle seat foam on global platform vehicles.

Delivered over 100 parts meeting cost stretch targets and collaborating with global engineering and supplier teams.

Managed and mentored junior engineers, fostering collaboration across departments (Finance, Safety, Design, Planning, Manufacturing, Program Management, Suppliers, etc.).

### Ford College Graduate - Product Development Engineer

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

Led design reviews, approval meetings, and regulatory testing through the entire product lifecycle.

Completed cross-functional rotational program, gaining experience across different teams: Design Technical Office, Design & Release, Evaluation & Verification Engineering, Launch Engineer, Factory Assembly Line Manufacturing, and Quality.

## CONTACT

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## EDUCATION

### Industrial Design

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

Mechanical Engineering  
Bachelor of Science | 2012  
Brigham Young University  
Provo, UT

## SKILLS

### Strategic Design

Wireframing & Prototyping  
End-to-End Journey Mapping  
Experience Design  
Interaction Design  
Sketching & Storyboarding  
Industrial Design  
Service Design  
Design Strategy

### Research

User, Qualitative & Quantitative  
Ethnographic Design Research

### Software

Adobe Creative Suite  
Figma, Sketch  
SolidWorks, CATIA, Rhino

### Collaboration

Webex, Slack, Miro  
Workshop Facilitation  
Stakeholder Management  
Project Management

### Materials

Rapid Prototyping  
User Testing  
Production Tool Kick-Off  
Design for Manufacturing

### Languages

English  
Conversational Spanish

### Personal Passions

Lifelong, Perpetual Learning  
Corporate Volunteer Work  
Culture Building

## OTHER EXPERIENCE

### Career & Professional Development Graduate Student Assistant

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

Finalized interview questions for all departments and created video content for Big Interview.

Revised resumes, offering constructive feedback on standards and clarity.

Developed a layout for existing content, improving information architecture adhering to UX standards.

### Designer - Sponsored Google DesignStorm

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

Contributed to concept generation during a 3-day sprint, a collaborative DesignStorm sponsored by Google. Provided new visions for exploration in Google teams.

### Designer - Sponsored Project - Design Matters

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

Designed a concept for an open-ended, sensory play-based children's museum exhibit and community outreach program.

Validated design through on-site user research, testing with 30+ museum guests. Presented the final concept and 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 the operation of the Roland CNC Machine.

### STEM Campus Recruiter

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

Led a team of over 15 recruiters. Managed applications and interviews for 40+ applicants annually.

Traveled to campuses to coordinate events and meet with prospective applicants.

### Mechanical Engineer - Sponsored Capstone Project

BYU, Union Pacific Railroad, Provo, UT | 09/2011-04/2012

## VOLUNTEER

### Coordinator, Shopper

Operation Good Cheer -Ford Motor Company | 2022, 2023

### Volunteer, Various

Ford Volunteer Corps -Ford Motor Company | 2013, 2014, 2016, 2023

### Leader, Teacher, Graphic Designer, Secretary

The Church of Jesus Christ of Latter-day Saints | 2013-Current

## AWARDS & RECOGNITION

### Ford Motor Company

Ford Recognition Award | Dec 2022

### ArtCenter College of Design

H. B. Edwards Endowed Scholarship | 2020

Student Leadership (SLED) Grant | 2020

Student Gallery | 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

## STRENGTH FINDERS

### Individualization

Tailors experiences and solutions to meet the unique needs and preferences of individuals.

### Analytical

Excels in interpreting data and feedback to make informed decisions, contributing to improved product outcomes.

### Harmony

Facilitates a cohesive and collaborative work environment, adept at resolving conflicts for positive team dynamics.

### Futuristic

Possesses a forward-thinking mindset, anticipating and integrating future trends into design solution.

### Achiever

Demonstrates a strong work ethic, consistently exceeding goals and driving excellence in project delivery.