

Catalina Johnson

STRATEGIC DESIGNER & LEADER

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PROFESSIONAL EXPERIENCE

Customer Experience Manager - Home Charging | Model-e

Ford Motor Company, Detroit, MI | 02/2024 - Present

Led strategic development and cross-functional collaboration to enhance the home charging experience for electric vehicle owners.

Designed user journey and service blueprint to nationwide incentive program for Home Charging, Ford Power Promise, to increase EV sales.

Developed dealer training and marketing content, increasing product knowledge and charger purchase take rates.

Led documentation for the Dealer Reseller Program, collaborating with Ford Pro, FCS, and Legal to ensure successful execution.

Conducted on-site dealership onboarding and training, improving clarity and process efficiency for sales team and gathering stakeholder feedback in pilot.

Gathered direct customer insights at regional Electrify Expo events to advocate for user in product and marketing strategies.

Senior Experience Design Strategist | Global Experience Design

Ford Motor Company, Detroit, MI | 03/2023 - 02/2024

Led strategy for Future of Retail experiences, aligning dealership experiences with business and customer needs, working with various stakeholders.

Designed and launched dealership trials to test customer engagement to enhance the Shop & Buy and Ownership journey.

Delivered design and expert level concepts for prototype walk-throughs for global senior executives and dealership owners within 3 month timeframe.

Developed user research plans and strategies to improve customer experience based on real-world, data and qualitative, insights.

Delivered research report to inform product roadmaps and marry expectations (desirability) with associate needs (feasibility) with business needs (viability).

Experience Design Strategist & Researcher | Ford Drive

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

Designed end-to-end customer journeys for FordDrive as a start up within Ford, enhancing EV subscription experiences from sign-up to onboarding.

Supported early launch with CRM, onboarding tools, and process training working with product managers and software development.

Improved service design and operations to maintain speed and consistency while optimizing for customer satisfaction with scaling operations.

Launched cost-free customer feedback & NPS tracking, establishing a key metric for business success and CX improvement.

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

Created UX frameworks and journey maps to understand customer experiences, identify business growth opportunities and improve customer touch points.

Developed & executed marketing customer retention plan for new customers, including copywriting, distribution, and monitoring feedback.

SKILLS

Leadership & Collaboration

- Executive Presentations
- Stakeholder Management
- Workshop Facilitation
- Systems Thinking
- Mentorship

Design

- End-to-End Journey Mapping
- Experience Design
- Service Design
- Interaction Design
- Wireframing
- Prototyping
- User Testing
- Concept Generation
- Product Launch
- Design Strategy

Research

- Qualitative & Quantitative
- Research Interviews
- Ethnographic Design Research
- Future Casting
- Research Synthesis
- Customer Insights

Software

- Adobe Creative Suite
- Figma, Miro
- SolidWorks, CATIA V5, Rhino, Unity

Engineering

- Production Tool Kick-Off
- Product Launch
- Rapid Prototyping
- 3D Printing

Languages

- English
- Conversational Spanish

Strengths Finder

- Individualization
- Analytical
- Harmony
- Futuristic
- Achiever

Product Development Engineer

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

Led design, release, and production engineering efforts for global vehicle seating and safety restraints.

Managed cross-functional collaboration and led design reviews with global stakeholders in finance, safety, design, supplier, and manufacturing teams.

Developed strategic problem-solving skills through rotational program in product development, manufacturing, and quality.

Managed and mentored new engineers as lead engineer.

Directed 3D design team for CAD on 6 different trim levels, kept costs within stretch targets, and coordinated with global seat engineers and suppliers.

OTHER EXPERIENCE

Designer - Sponsored Google DesignStorm

Google, ArtCenter, Pasadena, CA | 11/2020

Supported concept generation in a 3-day sprint, collaborative DesignStorm sponsored by Google.

Designer - Sponsored Project - Design Matters

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

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.

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.

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.

Traveled to campus to help coordinate events and meet with prospective applicants.

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 | 2016-Current

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 | 2022, 2024

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

INTERESTS & PASSIONS

Corporate Volunteer Work

Culture Building

Travel

Pizza

Needle Felting