

Jason B. Johnson

29560 Bradmoor Court • Farmington Hills, Michigan 48334

MOBILE +1 (734) 353-9513 • **E-MAIL** jasonbjohnson35@gmail.com

LINKEDIN www.linkedin.com/in/jason-b-johnson-ux/

PROFILE

I am an accomplished design and technology leader with a passion for delivering connected experiences that prioritize simplicity and user-centered innovation – in the car, at home, and on the go. My work in product development and experience strategy have been recognized by J.D. Power, WardsAuto, Fast Company, and Red Dot.

EXPERIENCE

Bose Corporation

Troy, Michigan

Director, User Experience and Customer Experience Strategy

Jan 2023 - present

- Introduced platform-based user interaction design and interactive storytelling for consumer audio and automotive product categories
- Discovering the most impactful CX opportunities across all touchpoints in the customer journey to elevate the Bose brand and increase demand

Harman International, a Samsung Company

Novi, Michigan

Director, User Experience Design and Detroit Studio Lead

Mar 2015 - Oct 2022

- Established a new UI/UX design team for the Automotive division, characterized as user-centered, iterative, and collaborative while focusing on rapid prototyping, user research, continuous improvement, and continuous deployment
- Managed Detroit studio operations for Huemen, Harman's in-house design agency, and a global team of automotive UI/UX designers and researchers in six countries
- Orchestrated an award-winning design strategy and process transformation for ten demonstration concept cars showcased at the Consumer Electronic Show (CES)
- Partnered with multiple automotive OEMs and internal business partners to design holistic experiences for digital cockpits, cloud-based telematics services and advanced driving assistance systems (ADAS)

General Motors Company, Global Connected Consumer

Detroit, Michigan

Technical Program Manager, OnStar Mobile Applications

May 2014 - Mar 2015

- Responsible for the technical program execution for OnStar mobile applications throughout North America and Europe
- Coordinate cross-functional engineering activities among multiple software development teams operating in Agile and waterfall methodologies: iOS, Android, Windows, Blackberry, GM cloud APIs, and third-party map and search APIs

Ford Motor Company

Dearborn, Michigan

Supervisor, User Interface Product Development

Dec 2012 - May 2014

- Directed a team of interaction and visual designers to deliver SYNC 3, an all-new in-vehicle connectivity platform for multiple Ford and Lincoln vehicle lines

- Established project timing and coordinated activities for user research, iterative prototyping, visual design, interaction design, software development, and testing with internal resources and third-party vendors
- Authored the interaction design specifications for an embedded navigation application enhanced with connected services and projected technologies (Apple CarPlay, Android Auto)

Ford of Europe AG / Ford-Werke GmbH

Cologne, Germany

Supervisor, Infotainment and Connectivity Platforms

Nov 2010 - Dec 2012

- Managed the localization and launch of SYNC with Emergency Assistance on 7 vehicle lines in 51 European and export markets
- Exceeded quality performance by 30% by developing a comprehensive continuous improvement product roadmap
- Coordinated go-to-market and product launch activities across numerous cross-functional teams: product development, manufacturing, information technology, public affairs, marketing, retail, and service

Ford Motor Company

Dearborn, Michigan

User Interface Design Engineer, SYNC with MyFord Touch

Jan 2008 - Nov 2010

- Led the human-machine interface (HMI) software implementation for the in-vehicle connectivity system known as SYNC with MyFord Touch (US Patent 8,457,839)
- Established graphical user interface (GUI) design standards for touch screen displays
- Spokesperson and keynote speaker for over 25 industry events and trade shows including CES, NAIAS, CeBIT, Paris Motor Show, and IFA

Ford Motor Company

Dearborn, Michigan

Product Design Engineer, Navigation & Ford College Graduate

Jul 2002 - Jan 2008

- Led the HMI development and software implementation for the 2009 mobile/media navigation system, a top performer in the annual JD Power Navigation Study
- Specified the information architecture and Controller Area Network (CAN) interface for several vehicle features including Sirius Travel Link (location-based data services) and SYNC (voice activated USB and Bluetooth connectivity)
- Piloted a modeling and simulation tool (Vector CANoe), increasing validation efficiency for the Controller Area Network (CAN)-based infotainment architecture
- Resolved manufacturing quality issues during Ford F-150 daily production and launch by utilizing Six-Sigma methodologies at Kansas City Assembly Plant

SKILLS

Product Management • Project Management • User Interface Design • Requirements Engineering • Vehicle Network Architecture • Public Affairs • Six Sigma Green Belt Figma • Axure • Storytelling • Experience Strategy • Design Research

EDUCATION

B.S.E. in Electrical Engineering

University of Michigan • Ann Arbor, Michigan
Graduated 2002, Cum Laude

M.S. in Human-Computer Interaction

DePaul University • Chicago, Illinois
20 of 52 credit hours completed