

Jason B. Johnson

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DESIGN & TECHNOLOGY LEADER

Accomplished design and technology leader driving innovation in automotive, consumer electronics, and digital experiences across global markets for 35+ brands. Recognized by J.D. Power, WardsAuto, Fast Company, and Red Dot. Passionate about creating collaborative experiences between people and intelligent technology.

AREAS OF EXPERTISE

Product Innovation | Experience Strategy | Cross-Functional Collaboration | Agile Product Management | Jira Design Leadership | Interaction Design | Storytelling | User Journey Mapping | Persona Development | Figma Market Research | User Research | Competitive Analysis | Project Management | Requirements Documentation

PROFESSIONAL EXPERIENCE

Bose Corporation

Framingham, Massachusetts

Director, User Experience and Customer Experience Strategy

January 2023 – April 2025

- Transitioned an interdisciplinary team of 24 firmware UX, mobile app UX designers, copywriters, and graphic artists to an integrated agile development model as a member of the new product leadership team.
- Introduced interactive storytelling and platform-based design to align product roadmaps, unify product behavior, and reduce development effort for 23 new OTA update experiences and 11 new products.
- Discovered the most impactful data-driven CX opportunities across all touchpoints in the automotive OEM consumer shopping and ownership journey.

Harman International, a Samsung Company

Novi, Michigan

Director, User Experience Design and Detroit Studio Lead

March 2015 – October 2022

- Managed Detroit studio operations for Harman's in-house design agency and a global team of 20 automotive UI/UX designers and researchers in 6 countries.
- Established a new human-centered design and research team, recognized with 12 design awards with a focus on Lean UX development, rapid prototyping, continuous learning, and continuous deployment.
- Orchestrated an award-winning design strategy and process transformation for ten demonstration concept vehicles showcased at the Consumer Electronic Show (Red Dot, Fast Company).
- Partnered with 20 OEM brands to design and deliver holistic cabin experiences for digital cockpits, cloud-based software services (Ignite), advanced driving assistance systems (ADAS), and autonomous driving.

General Motors Company, Global Connected Consumer

Detroit, Michigan

Technical Program Manager, OnStar Mobile and In-Vehicle Applications

May 2014 – March 2015

- Responsible for technical program execution for mobile applications across North America and Europe.
- Coordinated cross-functional engineering activities among front-end and back-end software development teams operating in Agile and waterfall methodologies: iOS, Android, Windows, Blackberry, cloud APIs, and third-party map and search APIs; reducing mobile app deployments from 6 months to 3 months

Ford Motor Company

Dearborn, Michigan

Manager, User Interface Product Development**December 2012 – May 2014**

- Directed a team of interaction and visual designers to deliver the SYNC 3 in-vehicle connectivity platform.
- 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 Ford's first implementation of projected technologies (Apple CarPlay, Android Auto).

Ford of Europe AG / Ford-Werke GmbH

Cologne, Germany

Manager, Infotainment and Connectivity Platforms**November 2010 – December 2012**

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

Ford Motor Company

Dearborn, Michigan

User Interface Design Engineer, SYNC with MyFord Touch**January 2008 – November 2010**

- Led the human-machine interface (HMI) design and software implementation for the voice-activated, in-vehicle connectivity system known as SYNC with MyFord Touch (US Patent 8457839B2).
- Established the first graphical user interface (GUI) design standards and KPIs for touch screen displays.
- Spokesperson, evangelist, and keynote speaker for over 25 industry events and trade shows including CES, Detroit Auto Show, CeBIT, Paris Motor Show, and IFA.

Product Design Engineer, Navigation & Infotainment Systems**July 2002 – January 2008**

- Led the HMI development and software implementation for the 2009 mobile/media navigation system, recognized by JD Power for the highest ranking for customer satisfaction across multiple vehicle lines.
- Specified the information architecture and CAN vehicle network interface for features including Sirius Travel Link (location-based data services) and SYNC (voice activated USB and Bluetooth connectivity).
- Piloted a modeling and simulation tool, (CANoe) increasing validation efficiency.
- Resolved manufacturing quality issues during Ford F-150 daily production and launch utilizing Six-Sigma methodologies at Kansas City Assembly Plant.

EDUCATION**B.S.E. in Electrical Engineering**

University of Michigan, Ann Arbor, Michigan
Graduated Cum Laude

M.S. in Human-Computer Interaction

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

Certificate in Digital Product Management

University of Virginia, Darden School of Business

PATENTS

US20210023946 Systems and Methods for User Interfaces in a Vehicular Environments

US8457839B2 Multi-display vehicle information system and method

US20150242392A1 International keyboard for in-car communication and entertainment system

US9639688B2 Methods and systems for implementing and enforcing security and resource policies for a vehicle