Cathy Fisher

Design leader with over a decade of experience untangling thorny experience and process problems in complex domains.

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Experience

[Ford Motor Company](#) - **Model e** Remote | Detroit, MI
Manager, UX Strategy & Design
1 year (June 2023 - Present)

- Collaborating with the Model e Customer Experience team to develop product and design strategy across the EV shopping, ownership, and charging spaces.
- Identifying ways to streamline processes and bring more functions in-house in order to reduce time to market.
- Acting as an integration point between several Ford teams in order to align their work with a central strategy for EV customers.
- Planning and conducting user research to better understand the needs and behaviors of EV shoppers and owners.
- Supporting candidate recruitment and screening for new researchers and designers.

[Nine Labs](#) Remote | Atlanta, GA
Design Director
1.5 years (January 2022 - April 2023)

- Led design of products for clients in retail, B2B, and fintech from research through design system development.
- Managed a team of designers in collaboration with product strategists
- Worked as part of the leadership team to redefine the agency's value proposition and define success metrics for design operations.

[Epic Systems](#) Madison, WI
Senior UX Designer & Developer / Team Lead
8 years (2013 - 2021)

- Led design on the design system, outpatient care, and billing product teams, designing and redesigning workflows, developing a long-term product vision, and maintaining user experience quality.
- Advocated and evangelized design system and core tools, educating designers and developers on how best to follow and enhance platform standards.
- Managed a team of designers and researchers across multiple divisions
- Designed and developed internal tools to support design operations, including a style guide, a repository for heuristic evaluations, an icon management system, and a rapid prototyping framework.
- Met with customer executives and end users to gather feedback and communicate large-scale changes.

[Compuware Ventures](#) Detroit, MI
User Experience Intern
4 months (May 2012 – August 2012)

Education

[University of Michigan School of Information](#) Ann Arbor, MI
MSI, Human-Computer Interaction
(2011 - 2013)

[University of Michigan](#) Ann Arbor, MI
BA, Screen Arts & Cultures
(2006 - 2010)

Specialties

- Design Systems
- Systems thinking and strategy
- UX Design, UI Design, Product Design
- Design tools du jour (Figma, XD, Sketch, etc.)
- Designing in code/interactive prototyping (CSS, HTML, Javascript, PHP, Angular, React)
- Designing for accessibility
- DesignOps
- Team cohesion and mentoring
- Writing entertaining emails