

Cathy Fisher

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

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Experience

[Ford Motor Company](#) Remote | Detroit, MI

Lead Design Strategist

2.5 years (June 2023 - February 2026)

- Collaborated cross-functionally with Model e marketing, digital, and CX teams to develop product and design strategy across the EV shopping, ownership, and charging spaces.
- Identified ways to streamline processes and bring more functions in-house in order to reduce time to market.
- Created a unifying strategy for how to roll out new technologies and processes to a community of highly diverse dealers with complex and varied tech stacks.
- Conducted and synthesized research to create a nuanced, operationally-viable plans for achieving leadership success metrics

[Nine Labs](#) Remote | Atlanta, GA

Lead UX Designer

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 relationships with client stakeholders and design teams to ensure project success
- 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
- Designing in code/interactive prototyping (CSS, HTML, Javascript, PHP, Angular, React)
- Designing for accessibility
- DesignOps
- Team cohesion and mentoring
- Writing entertaining emails