

WHY YOU SHOULD HIRE ME

I'm a highly experienced visual designer and front-end developer skilled with user-centered design strategy, iterative team-based design processes, rapid browser-based prototyping, and modular, scalable CSS architecture.

I have a talent for clean, refined design; I help teams succeed and deliver quality products.

RECENT EXPERIENCE

Solano Labs

Lead UX/Product Designer (Head of Design)

May 2015 — Apr 2016

Visual/product design, UX leadership, brand development, and product strategy for SaaS start-up.

- Created new product features via user research, wireframes and prototyping, through to visual design and front-end implementation; redesigned key user flows and interfaces.
- Designed separate product brand identity for Solano CI; created brand guidelines to align visual identity across marketing, sales, and products; developed initial UI design system.
- Led design presentations and collaborative working sessions with cross-functional teams in order to develop product strategy.

Moovweb

Senior UX/Product Designer

May 2013 — Feb 2015

Visual/product design, UX leadership, and product strategy for Enterprise SaaS start-up.

- Developed user experience strategy and designed user interfaces for Moovweb's Enterprise software product and developer-related web properties; oversaw front-end developers.
- Advocated for a user research and usability testing practice within the organization. Sought input from users to inform design decisions.

Electron Spin

Contract Design Consulting

2000 — Present

User experience strategy, interface design, and front-end web development; brand development and corporate identity design; custom CMS and WordPress themes; print design and production.

For complete work history and client recommendations please see [linkedin.com/in/colinleejohnston](https://www.linkedin.com/in/colinleejohnston)

NOTABLE ACHIEVEMENTS

Interactive Design + User Experience

- Redesigned primary management and reporting tool for Solano Labs' flagship product: removed major task-flow friction, simplified the overall UI, and increased user satisfaction.
- Created a custom modular UI pattern library for Moovweb: increased flexibility and efficiency for designing and prototyping new product features.
- Redesigned Paul Saffo website and developed custom mobile-first WordPress theme: fast and intuitive responsive user experience from Android 2.3 and up.

Product Design + Strategy

- Improved both Solano Labs' and Moovweb's product development process by facilitating adoption of Agile/SCRUM practices, leading to more efficient collaboration and delivery.
- Promoted user-centered design best-practices and advocated for user experience engagement earlier in the product lifecycle resulting in fewer late-cycle changes and delays.

PORTFOLIO

www.colinjohnston.com

INTERACTIVE DESIGN + USER EXPERIENCE

Requirements Analysis
User Stories + Personas
Information Architecture
Interface Wireframes
User Flows
Rapid Prototypes
Lean UX Process

FRONT-END DEVELOPMENT

Browser-based Mockups
Responsive Web Design
Progressive Enhancement
Scalable CSS Architecture

TOOLS

Sketch 3
Adobe Photoshop CC
OmniGraffle 5
Justinmind Prototyper 6
GitHub / BitBucket
Jira / Confluence / Pivotal

TECHNOLOGIES

HTML5
CSS3 / Sass
JavaScript / jQuery
PHP / MySQL
Ruby on Rails (Basics)

FRAMEWORKS / CMS

Middleman / Jekyll
WordPress
Twitter Bootstrap
Zurb Foundation

WEB PLATFORMS

Apache / nginx
EC2 / AWS
AppEngine

ORGANIZATIONS

AIGA SF
Lean UX SF
Cascade SF

SELECTED CLIENTS

Paul Saffo
Beyond (Contract)
UBM (Contract)
Democracy.com
DISCERN Analytics