

# COLIN JOHNSTON

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I'm a visual and interaction designer skilled with iterative, user-centered design processes, research-driven scenarios and user flows, wireframing and rapid prototyping. I have a talent for clean, refined visual design. I help teams succeed and deliver quality products.

## RECENT EXPERIENCE

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### Wells Fargo

Lead Product Designer • December 2018 — Present

Designing multi-device experiences for business banking and payments systems.

- Facilitating user-centered design in a cross-functional, Agile team; developing use cases, scenarios and task flows through rapid design iterations into fully realized prototypes.
- Partnering with product managers, lead developers, business analysts, QA teams, accessibility teams, and legal/compliance managers to continuously deliver optimal experiences for millions of customers.

### Rollbar

Lead Designer • Sep 2016 — Aug 2018

Product design and strategy, marketing design, and brand development for SaaS start-up.

- Designed user interfaces, experience components, and interaction standards for existing and new features; drove projects from ideation to implementation.
- Led user-centered design practices: created personas, user journey maps, interaction models, wireframes, prototypes; conducted research interviews, shadowed users.
- Designed and produced marketing website and collateral; created brand standards.

### Solano Labs

Lead UX/Product Designer • May 2015 — Apr 2016

Visual/product design, UX and product strategy, and brand development 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 product brand identity for Solano CI; created brand guidelines to align visual identity across marketing, sales, and products; developed initial UI design system.

### Moovweb

Senior UX/Product Designer • May 2013 — Feb 2015

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

- Developed user experience strategy and designed user interfaces for Moovweb's software product and developer-related web properties; oversaw front-end developers and provided CSS architecture guidelines.
- Advocated for and implemented user research and usability testing practices within the organization; continuously sought input from users to inform design decisions.

## NOTABLE ACHIEVEMENTS

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- Increased overall value of Rollbar product through successful design of new customer-facing features while improving overall efficiency of design and development processes.
- Enabled new go-to-market strategy for Rollbar by reaching new segments with redesigned website; increased traffic and signups with lower customer acquisition costs.
- Redesigning core management and reporting tool for Solano Labs' flagship product: removed major task-flow friction, simplified overall UI, and increased user satisfaction.
- In all roles: promoted user-centered design best-practices and advocated for user experience engagement earlier in the product development lifecycle, resulting in better products at lower overall cost.

## SKILLS

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### Interaction Design

Problem Definition & Task Analysis  
User Personas & Scenarios  
Journey Mapping & User Flows  
Information Architecture  
Interaction Wireframes  
Rapid Prototyping  
Lean UX & Agile

### Visual Design

Creative Direction  
Brand Development  
Typography and Icon Design  
Color and Layout Systems

### Front-end Development

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

## TOOLS

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### Design

Sketch / Craft / InVision  
Photoshop / Illustrator / InDesign  
Visual Studio Code

### Collaboration

Jira / Pivotal / Clubhouse / Notion  
GitHub / BitBucket

### Web Technologies

HTML5 / CSS3 / SCSS (Expert)  
JavaScript / jQuery / React (Intermediate)  
PHP / Rails / Python (Basics)

### Prototyping

Middleman / Gatsby / Storybook  
WordPress / Ghost / Kirby  
Bootstrap / Foundation / Bulma / Tailwind

## ORGANIZATIONS

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AIGA SF  
Lean UX SF  
Cascade SF