

COLIN JOHNSTON

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

RECENT EXPERIENCE

Wells Fargo

UX Lead - Interaction Designer • December 2018 — Present

Designing multi-device experiences for consumer 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 20 million 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; drive projects from ideation to implementation.
- Lead 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 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 and provided CSS architecture guidelines.
- Advocated for a user research and usability testing practice within the organization. Sought input from users to inform design decisions.

NOTABLE ACHIEVEMENTS

- 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.
- Redesigned 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 lifecycle resulting in better products at lower overall cost.

SKILLS

Interaction Design

Problem Definition & Task Analysis

User Personas & Scenarios

User Flows & Journey Mapping

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 (BEM, ITCSS)

TOOLS

Design

Sketch / Craft / UXPin / InVision

Photoshop / Illustrator / InDesign

Visual Studio Code

Collaboration

GitHub / BitBucket

Jira / Pivotal / Clubhouse / Notion

Web Technologies

HTML5 / CSS3 / SCSS (Expert)

JavaScript / jQuery / React (Intermediate)

PHP / Rails / Python (Basics)

Prototyping

Jekyll / Gatsby / Harp / Storybook

WordPress / Ghost / Kirby

Bootstrap / Foundation / Bulma / Tailwind

ORGANIZATIONS

AIGA SF

Lean UX SF

Cascade SF