

COLIN JOHNSTON

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I'm a lead product designer that founders and executives trust to help solve business and customer challenges with strategy, research, and a proven design process. I help cross-functional teams succeed and deliver quality products.

RECENT EXPERIENCE

Wells Fargo

Lead Product Designer • December 2018 — Present

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

- 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.
- 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.

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 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

- 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

Interaction Design / UX

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

Design

Figma / 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

Eleventy / Gatsby / Storybook
WordPress / Ghost / Kirby
Bootstrap / Foundation

ORGANIZATIONS

AIGA SF
Lean UX SF
Cascade SF