COLIN JOHNSTON

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.

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RECENT EXPERIENCE

Wells Fargo
Lead Product Designer • December 2018 – Present

Designing and delivering innovative experiences for small business banking.

- Lead design team that redesigned the Small Business Deposits application experience, which resulted in increased digital channel account open rates. Through research-driven design we simplified the application process, developed intuitive UI for improved automation, and lowered overall time-to-value. We successfully deployed for all new Deposits customers in 2021 and set the foundation for a fully automated multi-product application flow for all new Deposits, Credit Card, and Merchant Services customers in 2022.
- Partner with researchers and product managers to reinvent how we guide small business owners on their journey from new prospect to fully empowered and satisfied customers. As lead subject matter expert on line-of-business requirements and banking regulations for the experience design team, I enable us to solve customer problems with viable designs we can ship quickly.
- Facilitate user-centered design in a cross-functional, Agile team; developing use cases, scenarios and task flows through rapid design iterations to produce prototypes for validation and user testing.
- Collaborate with design systems team and front-end leads to constantly improve our production-ready React-based design system.

Rollbar
Lead Designer • Sep 2016 – Aug 2018

Product design and strategy, marketing design, and brand development for DevOps SaaS specializing in error reporting and debugging tools for software engineering teams.

- Lead the redesign of core product experience to provide customers the ability to manage multiple active projects across their account in a single view. By aggregating and simplifying the presentation of multi-project data we made complex reporting and triage workflows much more efficient, increasing user efficiency by a factor of 10. Within one month of launch customer attrition dropped considerably across enterprise accounts.
- Spearheaded initiative to create a more modern and compelling website structured around customer benefits (features) and customer stories (relationships). Increased signups by 200% in 3 months after launch. Implemented intuitive custom content management workflow for marketing team (100% bespoke headless CMS built in React). I successfully managed the process from concept, creative direction, content development, front-end design, and hiring contract engineers for development and delivery.
- Launched internal design system effort and successfully facilitated creation of component libraries and style guides for both the product and the marketing site.

Solano Labs
Lead Product Designer • May 2015 – Apr 2016

Visual/product design, UX and product strategy, and brand development for DevOps SaaS specializing in continuous integration and deployment tools.

- Redesigned core management and reporting tool for Solano Labs' flagship CI product: removed major task-flow friction, simplified overall UI, and increased user satisfaction.

- 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.

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
Interaction Design Foundation