Cole Johnstone
Visual Designer

MISSION

To solve complex social, sustainable, and organizational challenges using code, AR/3D future-proof animation, product conceptualization/rendering, and end-to-end marketing campaign expertise.

EXPERTISE

Programs	Skillset
· Illustrator	· UI/UX
· Photoshop	· Interface Design
· After Effects	· Interaction Design
· Premiere Pro	· Full 3D product workflow to prototyping
· Sketch/XD	
· InDesign	· Product Design and Rendering
· Figma	
· Blender/C4D/CAD	· Motion Graphics
· HTML + CSS	· Illustration/Print
· PHP + JAVASCRIPT	· Storyboarding
· Wordpress for E-commerce	· Design Systems
	· E-commerce
· Hubspot	· Inbound-Marketing

EDUCATION

2008-2013
Environmental Science & Sustainable Design
Western Washington University

Responsive Design Bootcamp and **UI Design Bootcamp**
Scrimba

CONTACT

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EXPERIENCE

2022-Present
ServiceNow | Senior Visual Designer
At ServiceNow, I produce and optimize our Training Digital products and experiences on the Now Learning Platform including:
· Partnering with content strategists, copywriters, and other designers to bring storytelling experiences to life across our design systems
· Collaborating with the product org to understand core design needs, driving consistent expressions on all Training and Certification products
· Working regularly with other UX and visual creative designers and utilizing feedback to improve our visual design structure

2021-2022
MasterCard/Ekata | Digital Design Consultant
· Created and maintained templates for sales funnel tools, site layouts, infographics, one-pagers, ebooks and motion graphics for a variety of languages and regions.

2021-2022
Designit / Rational Interaction | Senior Social Designer
· Supported 91+ social channels to post 3,000 social posts monthly, engaging Microsoft Azure, M365, and Dynamics 365 communities
· Partnered with stakeholders to bring the latest 3D, interactive, and accessibility programs and standards to all Microsoft Channels

2019-2021
Redapt | Lead Designer
· Lead design team and agency to develop client-facing content for datacenter hardware and cloud engineering
· Built user flows, wireframes, and prototypes into effective human-centered design on site and interactive content for stakeholders including Dell, Intel, AWS, Google Cloud

2016-2019
Hopelink | Sr. Visual Designer and Brand Specialist
· Increased YOY fundraising to $7 million while improving client outreach and advocacy by introducing new brand identity for organization
· Lead cross-team discussions to align fundraising and client-outreach goals with campaigns and collateral

2014-2016
NPI | Graphic Designer

2013
Solid Apollo LED | Design & Photography