



Cole Johnstone

Lead Creative and Branding Expert

MISSION + BIO

I am a multi-faceted designer with 12 years of experience solving some of tech's toughest problems. Using effective visuals, design thinking, UX research and data I have helped orgs and users in nonprofit, healthcare, manufacturing, retail, B2B, and financial spaces.

In order to meet the ever evolving landscape of design I have integrated strong coding knowledge (HTML5, CSS3, PHP and lite JS), AR/3D specific to web and motion graphics, future-proof animation skills in AE and cavalry, product conceptualization/rendering, and AI-based production and marketing.

EXPERTISE

Programs

- Figma
- Adobe CC
- Illustrator
- Photoshop
- After Effects
- Premiere/Final Cut
- InDesign
- ChatGPT/
Midjourney
- NanoBanana/
Stable Diffusion
- Loveable/Replit/
Base44
- Blender/C4D/CAD
- HTML5 + CSS3
- PHP + JAVASCRIPT
- Wordpress for
ecommerce
- Hubspot
- PowerPoint
- ActionScript
- Python
- Dreamweaver

Skillset

- UI/UX
- Design Systems
- Interface Design
- Interaction Design
- Motion Graphics
- Social Media Design
- Email Campaign
Design
- SharePoint
- Print/Merchandise
- Illustration/
Composition
- Brand Guidelines
- Ecommerce
- Agile management
- Project Management
Tools (Jira, Monday,
Wrike, Asana etc)

EXPERIENCE

July 2025 - Dec 2025

Amazon | Creative Director [C]

Part of Global Operations Learning & Development (GOLD) team, I deliver learner-ready designs, accelerating progress and knowledge retention at Amazon for all T3 - L8 operations participants, while promoting internal program awareness at a global scale. This includes:

- Designing strongly branded learning visuals and animations in a variety of **interactive formats with data-driven strategies for 300,000+ users**
- Developing clean and effective visual templates, styleguides, emails design and strategy, and AI-assisted learning experiences
- Filming and editing video content, intranet posts, event signage and printing, for fulfillment center and corporate building graphics
- Developing **net-new, AI-based tools/cost-reduction measures, decreasing operating costs by 32%**, all within a fast-paced production environment

June 2024 - July 2025

Freelance | Branding and Visual Design [C]

I worked with several local and international clients based around strong branding/identity, iconography projects, including:

- **Reimagined internal sales dashboard with custom iconography** (QTY150+) and for large brand in the retail space on SharePoint cloud
- Worked with patient-centric ordering tool within the Healthcare space to build improvements based on user feedback
- Completely overhauled an AI Vision startup with full branding suite with **custom design system and website** for enterprise customers

Feb 2022 - June 2024

ServiceNow | Senior Visual Designer

At ServiceNow, I managed, optimized, and built features for a wide range of products within the Learning, Partner, .COM, and Community Orgs. Specific design achievements included:

- Partnering with UX researchers, interactions designers, product managers and other stakeholders to lead Now Learning **15% YOY growth** while adding **50k new users to org**
- Personally **contributed to 4 different design systems** within the larger design and brand teams including Arc, Angular, and Seismic components and larger block-level features and innovative use-cases to engage users, leading to higher user faction with every survey of clients
- Spearheading the RiseUp global campaign with branding, course catalogs, certification, Knowledge 2023/2024 (branding, collateral, email, registration and booth design), and social strategy, **with 15,000 attendance (increase of 15%) and 20,000 in 2024**
- Improved site performance by **lowering load times by 75%** by strengthening UI, building AI-first features, and driving highest performance and user retention of any org with ServiceNow

EDUCATION

2008-2013

Environmental Science & Sustainable Design

Western Washington University

2017

Responsive Design + UI Bootcamp

Scrimba

2024

Product Psychology Masterclass

Growth.Design

CONTACT

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EXPERIENCE CONTINUED

Jan 2021 - Jan 2022

Mastercard | Digital Design Consultant [C]

- Created tools and UI for global sales including splash pages, data viz, infographics, one-pagers, ebooks, motion graphics, and interactive product demos for a variety of regions/languages based on SharePoint
- Built out tools for use in several global markets, **adding 23% more engagement to existing pages**, and enabling a full end-to-end sales marketing pipeline by creating a customizable sales capture page

Jan 2021 - Jan 2022

Microsoft / Rational Interaction | Senior Social Designer [C]

- **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/AR, interactive, and accessibility programs and standards to all Microsoft Channels
- Created reporting templates for all Microsoft social media, enabling reporting to over 50 stakeholders to become unified
- Launched social campaign for **Build 2021 and 2022, creating custom reactions and engagement for users before, during and after events**
- Personally created Microsoft Security branded templates for Social Media, partnering with Microsoft Brand to launch a new visual identity

Jan 2019 - Dec 2020

Redapt | Lead Designer

- Led design team and agency-collaboration to develop client-facing content for datacenter hardware and cloud engineering
- **Combined two brands, Attunix and Redapt**, under one visual umbrella with new brand, acquiring Zoom, Twitch, and Google Cloud as partners
- Built user flows, wireframes, and prototypes into effective human-centered design for stakeholders including Dell, Intel, AWS, and Google

Jan 2016 - Jan 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
- Created first, hand-coded donation platform and page utilizing Raiser's Edge software from Blackbaud with data-driven outreach
- Helped launch first Peer-2-Peer fundraising campaign, **raising 50,000 lbs and \$100,000 during March-April in 2018 alone**

Jan 2014 - Dec 2015

NPI | Graphic Designer

- Launched **150+ SKUs for ecommerce-focused Seattle manufacturer**, including auto, marine, and action sports focused markets
- Designed, organized, and produced **116 page product line catalog for customers responsible for 72% of business**
- Developed all collateral and marketing for over 85 trade shows a year

June 2013 - Jan 2014

Solid Apollo LED | Graphic Designer and Brand Photography

- Revamped email campaign strategy & design via photography, branding and image optimization, **for 32% higher CTR**
- Launched new product line of high-end lighting controllers to differentiate and **build revenue 17%**