



# Cole Johnstone

## Sr. Visual Designer and Branding Expert

### MISSION + BIO

I am a multi-faceted designer with 11 years of experience solving some of tech's toughest problems. Using effective visuals, design thinking, UX research and strong, data-based collaboration I have helped organizations and users in nonprofit, healthcare, manufacturing, retail, B2B, financial and tech spaces.

In order to meet the ever evolving landscape of design and visuals 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 end-to-end marketing campaign expertise.

### EXPERTISE

#### Programs

- Figma
- Adobe CC
- Illustrator
- Photoshop
- After Effects
- Premiere Pro
- InDesign
- Sketch/XD
- Blender/C4D/CAD
- HTML5 + CSS3
- PHP + JAVASCRIPT
- Wordpress for ecommerce
- Hubspot
- PowerPoint
- ActionScript
- Flash
- Dreamweaver

#### Skillset

- UI/UX
- Design Systems
- Interface Design
- Interaction Design
- Motion Graphics
- Social Media Design
- Email Campaign Design
- Print/Merchandise
- Illustration/Composition
- Storyboarding
- Ecommerce
- Inbound-Marketing
- Full 3D product workflow to prototyping
- Product Design and Rendering

### EXPERIENCE

June 2024 - Present

#### Freelance | Branding and Visual Design

I have am currently working with several local and international clients based around strong branding/identity, iconography projects, including:

- Completely custom iconography (QTY150+) for large brand in the retail face for internal and customer tool dashboard centered around cloud and business solutions
- Plainsight, an AI Vision startup centered around a complete overhaul of branding with **custom design system and re-imagined website** for enterprise customers
- Work with several nonprofits including an international aid org and small housing-based nonprofits here in the Seattle area

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, and Community Orgs while the company at large reached Fortune 500 status and added dozens of companies and hundreds of thousands of new users. 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 and improving clarity for users while driving high user retention and best performance score for any org with ServiceNow

Jan 2021 - Jan 2022

#### MasterCard/Ekata | Digital Design Consultant

- 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 languages and regions
- 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

## EDUCATION

2008-2013

### Environmental Science & Sustainable Design

Western Washington University

2017

### Responsive Design + UI Bootcamp

Scrimba

2024

### Product Psychology Masterclass

Growth.Design

## References

### Yasaman Hashemian - ServiceNow

Product Manager - (02/2023-05/2024)

yasaman.hashemian@gmail.com

### Bradley Arca - ServiceNow

Senior UI/UX Designer - (02/2022-05/2024)

Bradleyarca@gmail.com

### Michael Hutton - Designit/Rational

Creative Director - (01/2021-01/2022)

Michael.l.hutton@gmail.com

## CONTACT

colemjohnstone.com

colemjohnstone@gmail.com

360.620.2844

## EXPERIENCE CONTINUED

Jan 2021 - Jan 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/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 on site and interactive content for stakeholders including Dell, Intel, AWS, Google Cloud

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 for organization
- Started focus on data-driven approach to fundraising and outreach
- Created first, hand-coded donation platform and page utilizing Raiser's Edge software from Blackbaud
- Helped launch first Peer-2-Peer fundraising for Hopelink Can Madness Campaign, **raising 50,000 lbs and \$100,000 during March-April in 2018 alone**

Jan 2014 - Dec 2015

### NPI | Graphic Designer

- Launched over **150 new SKUs with ecommerce-focused Seattle manufacturer**, including auto, marine, fishing, and action sports focused markets
- Introduced new product line including branding and lifestyle imagery to adapt to changing market, which shifted revenue by 15% to new device integration
- 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

- Optimized email campaign strategy & design, **for 32% higher CTR**
- Launched new product line of high-end lighting controllers to differentiate and **build revenue 17%**
- Accelerated photography and design for LED lighting startup to match level of market competition