ERIC JOHNSTON

1150 10TH AVE NE APT 107 ISSAQUAH WA 98029

SENIOR PRODUCT DESIGN LEADER | VISIONARY UX STRATEGIST | MENTOR & STORYTELLER

SUMMARY

Product design leader with 15+ years' experience delivering customer-centric solutions for enterprise and consumer products. Expert in multi-year product vision, scalable design systems, and measurable business impact. Skilled collaborator, mentor, and storyteller with a track record of influencing strategy and shipping high-quality, data-driven design.

CORE SKILLS

Product & UX Strategy • Vision & Roadmapping • Design Systems • Cross-Functional Collaboration
Mentorship • Prototyping & Testing • AI-Assisted Workflows • Storytelling

EXPERIENCE

2019 - 2025: Oracle (OCI) Principal Senior Designer

- Led cross-service design initiatives, aligning product, engineering, and design teams around unified visions.
- Created UX Business Impact Scoreboard, tying design quality to customer and business KPIs.
- Designed cloud cost management FinOps product and centralized Support Center, improving usability and customer self-service.
- Scaled design library across 30+ services and mentored team to elevate execution quality.

2012 - 2019: CDK Global Senior Designer

- Led innovation team creating products that generated new revenue streams.
- Designed solution for General Motors closing a $300M revenue gap.
- Built high-fidelity prototypes to validate metrics pre-development, reducing risk and accelerating delivery.

2011-2012: CTRL Bot Creative Director

- Founded agency delivering brand and product design for diverse clients.

2009-2011: SearchMarketMe Art Director

- Launched 30+ businesses with full branding and web presence; managed team of 10.

2008-2009: Widemile INC, UX Designer

- Created landing pages delivering up to 1,200% performance lift for Microsoft campaigns.

https://www.linkedin.com/in/ericjohnjohnston/

EDUCATION

B.A., New Media Design
Western Washington University

Certification, Web Development
Western Washington University

CONTACT

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