



David Johnston

UI/UX Designer

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Multidisciplinary Designer based in Oxfordshire UK.
I design impactful, practical digital products that make a difference.

Electric Studio

www.electricstudio.co.uk

2023 — Senior UI/UX Designer

2012

As the only Designer at Electric Studio, I handled the day-to-day running of the design department. This included collating user research, auditing website content, user journey mapping, creating wireframes & prototypes, user interface designs & design systems. I was also responsible for managing the company's development team, liaising with the team to assess project scope as well as overseeing their output & providing regular peer reviews.

In addition to my operational duties, I made it a top priority to foster strong client relationships, nurturing partnerships that align with our company's vision and contribute to our market presence.

2010 — Senior Web Designer

As Electric Studio continued to grow, I assumed the additional responsibility of Studio Manager alongside my role as Senior Designer. This dual role required me to manage critical aspects of our operations, including client onboarding and feedback, efficient allocation of internal resources, and ensuring projects were consistently delivered on schedule and within budget.

2009 — Web Designer & Developer

When I joined Electric Studio, I was the sole employee & my responsibilities in addition to producing design work to spec, was to build & deliver websites initially as static HTML / CSS, adopting the Wordpress CMS platform shortly thereafter.

Urban Element

2007 — Web Designer

I pivoted from designing physical products to digital ones. The ability to respond and adjust to evolving client needs and being able to evaluate results immediately I found immensely gratifying. My role was to create design work for client approval and hand off to the development team for build.

Direct Sports & Leisureware

2003 — Junior Graphic Designer

As part of a design team reporting to a Creative Director, creating merchandise, luggage and apparel for large international sports & leisure brands. Here I learned the ropes of working within tight deadlines to creative briefs, working within a design team and creating pitch decks for the sales team bidding on large contracts.

Software

- Figma
- Adobe XD
- Sketch
- Adobe Illustrator
- Adobe Photoshop
- Adobe After effects
- Adobe Premier Pro
- Dora.run
- Spline.design

Skills

- (UI) User Interface Design
- (UXR) User Research
- (IA) Info Architecture
- Prototyping
- Branding (Visual Identity)
- Graphic Design
- Typography
- Iconography
- Photo Editing
- Print Design
- HTML + CSS

Education

- BTEC Multimedia
- A level (3)
- GCSE (11)

Interests

- Illustration
- 3D Printing
- Hiking