

Kevin Johnston

Product Design Lead

Profile I am a hands on Product Design Leader with over 15 years experience. I thrive on creating 'Best in class' digital products and experiences that simultaneously drive business value. Utilising a human centred approach and a generalist skillset I have worked across a broad range of industries (as a player/coach and as an IC) and helped launch a number of new to market propositions across app & web. Typically, I work across projects in an end to end capacity contributing and helping shape the vision through to executing again this vision. A portfolio of my projects can be found at designbykmj.co.uk.

Experience **(January 2025 - Present) · Two Circles, Freelance Product Design Lead**

Product Design Lead working across a number of key clients. Currently working on delivering two high profile MVP App's for Sporting clients which are scheduled for release in early 2026.

(November 2018 - Present) · Design by KMJ Ltd, Freelance Product Design Lead

Design by KMJ is the company under which I trade as a Freelance Lead Designer. Past clients include The FA, McLaren Racing, Two Circles, Pollinate International, Class35, CreateFuture, and Hold-X.

(January 2024 - Present) · Fifty, Member

Part of the first cohort of the Fifty design community. Fifty's mission is to support design leaders to create a positive impact and drive change by giving them a space to share, grow and learn together.

(January 2023 - January 2025) · Future Platforms, Product Design Director

Product Design Director for an independent agency working across all agency clients and heading up a multi million pound app project for LIV Golf and overseeing the agencies Design output.

(April 2021 - January 2023) · W12/TCS Interactive, Associate Design Director

Associate Design Director working on a number of projects for key agency clients including a large financial institution and a household entertainment brand.

(December 2015 - November 2018) · AmazeRealise/Kin+Carta, Senior Product Designer

Designer at digital agency AmazeRealise working on large digital projects for a number of the agency's key clients, including Brewdog, The Jockey Club, Greyhound, Expedia, HP and Heathrow.

- Skills**
- Extensive experience working on 'best in class' digital products including a number of 0-1 new to market propositions across web & app
 - Strong design process, a keen eye for detail and a passion to innovate
 - Experienced in driving and contributing to product strategy with a focus on balancing user value while creating a positive and measurable business impact
 - Strong knowledge of UX/UI, product design, interaction design and visual design
 - Strong skills in creating high or low fidelity Design prototypes based on the needs of the project
 - Extensive experience managing teams of designers across multiple pods and supporting their growth
 - Extremely collaborative in my approach partnering with product and engineering to ship products to market with a focus on quality and efficiency
 - Experience building and managing complex design systems

References For references, more information or if you would like to chat please feel free to contact me.
