

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	<p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p> <p>(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.</p>
Skills	<ul style="list-style-type: none">Extensive experience working on 'best in class' digital products including a number of 0-1 new to market propositions across web & appStrong design process, a keen eye for detail and a passion to innovateExperienced in driving and contributing to product strategy with a focus on balancing user value while creating a positive and measurable business impactStrong knowledge of UX/UI, product design, interaction design and visual designStrong skills in creating high or low fidelity Design prototypes based on the needs of the projectExtensive experience managing teams of designers across multiple pods and supporting their growthExtremely collaborative in my approach partnering with product and engineering to ship products to market with a focus on quality and efficiencyExperience building and managing complex design systems
References	For references, more information or if you would like to chat please feel free to contact me.