



TIM JOHNSTONE

PRINCIPAL DESIGNER

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01 PERSONAL STATEMENT

A Design Systems specialist with extensive experience at scale across complex, multi-product environments. Promoted to Principal Designer at PokerStars in recognition of building a multi-brand Design System from the ground up, I bring 14 years of strategic thinking, deep UI and UX craft, and an obsessive attention to detail. I work at the intersection of design, engineering, and product; bridging teams through clear communication and collaborative leadership, whilst maintaining a strong focus on accessibility, consistency, and quality at every level. I actively explore AI tools and emerging technologies to design smarter workflows and more scalable experiences, leveraging them to accelerate delivery and push the boundaries of what great design can achieve.

02 EXPERIENCE

PRINCIPAL DESIGNER

2023 - Present: PokerStars

Led the conception and delivery of a multi-brand Design System from scratch; a two-person effort now serving 6 brands across a complex web product ecosystem. The system comprises 38 core components, 12 Snowflake components, 7 patterns, 10 recipes, 457 design tokens and Figma variables, and 25 typography styles, with full Storybook integration to streamline design handovers. Owned the end-to-end governance of the system; establishing a contribution model for wider design teams, providing Snowflake, Icon and Pattern libraries, WCAG accessibility auditing, and a design critique process to drive consistency and quality across all products.

Appointed by the Brand Director to lead the cross-functional Design Style Guide project across eight product teams; facilitating a two-day colour workshop, conducting evidence-led research using Usertesting.com, and managing stakeholder communications at Director and Managing Director level, delivering 40 components two weeks ahead of schedule.

Partner with high-profile sister brands including Betfair, FanDuel, Sisal, and Jungalee across cross-brand initiatives, leading interaction design and cross-functional collaboration across multiple product teams. Led the end-to-end UI design of PokerStars, Exclusively on FanDuel; a co-branded mobile app launching across three US states and Ontario, Canada, generating over \$500k in revenue in its first five days. Contribute to sprint and quarterly planning, feature prioritisation, and design roadmapping alongside product and engineering leads. Mentor designers and champion design excellence through regular design reviews, workshops, and onboarding. Actively leverage AI tools including Figma Make across a range of workflows, such as component documentation, to reduce manual effort and accelerate design delivery.

SENIOR UI DESIGNER

2018 - 2022: Pinnacle

Served as Senior UI Designer and brand guardian across five distinct products; redesigning the Sportsbook, Casino, Esports betting, and Betting Resource repository, whilst leading the design of a new Live Centre product, taking end-to-end ownership of UI design across each, from concept through to delivery. Drove significant process improvements throughout: championed the transition from Sketch to Figma, formalised the design-to-development handoff process, established a component library from scratch, and defined brand guidelines enforced consistently across all products. Ran regular design critiques to maintain quality standards and foster a positive design culture. Navigated a period of single-handedly managing UI across the full product portfolio following a team departure, before recruiting and mentoring a junior UI designer, growing the team and ensuring continuity of quality throughout. Worked closely with UX designers on wireframes, user flows, and product discovery workshops, and collaborated directly with development teams to ensure accurate, on-brand implementation.





02 EXPERIENCE

MID-WEIGHT UI DESIGNER

2014 - 2017: Domestic & General

Worked as part of a wider design team delivering a broad range of digital and marketing assets spanning web products, email campaigns, site banners, PPC adverts, social media content, and registration journeys. Acted as brand guardian across the organisation and its international offices, ensuring visual consistency across all touchpoints. Presented concepts to stakeholders, incorporated feedback, and saw projects through to completion, producing work for high-profile clients including Sky, Sony, Argos, and Jessops. Worked directly with client stakeholders to ensure designs met their brand standards, gaining valuable experience navigating high-profile client relationships and delivering to exacting brand specifications.

UI/UX DESIGNER, DEVELOPER & PROJECT MANAGER

2012 - Present (Ad Hoc): Freelance

Designing and delivering digital products end-to-end for individuals and small businesses across a mix of long-term client relationships and one-off projects. Work spans brand identity and logo design, website design and build using CMS platforms, UX wireframing and user flows, persona building, UX testing, social media and marketing assets, SEO strategy, managing client briefs, relationships, and project delivery throughout. Operating independently across the full project lifecycle has sharpened skills that complement in-house work; from translating loose briefs into structured design thinking, to balancing creative ambition with practical constraints and client expectations.

03 SKILLS

Design Systems · Design System Governance · Interaction Design · UI Design · UX Design · Responsive Web Design · Accessibility (WCAG) · Prototyping · Design Tokens · Component Library · Figma Variables · Design Leadership · Mentoring · Cross-functional Collaboration · Stakeholder Management · Brand Identity · AI-Assisted Design
Figma · Tokens Studio · Storybook · Adobe Creative Suite · Jira · Confluence · HTML/CSS · Figma AI · Claude · ChatGPT · Usertesting.com

04 LEARNING

A.I. & Design Systems	Brad Frost - 2026
Facilitating UX Workshops	Nielsen Norman Group - 2025
Design Systems and Pattern Libraries	Nielsen Norman Group - 2024
How to Design for Accessibility	Udemy - 2024
Figma: UI UX Design Advanced	Daniel Walter Scott - 2023
Emerging Patterns in Interface Design	Nielsen Norman Group - 2023
Innovation Through Design: Think, Make, Break, Repeat	Coursera - 2022
The Manager's Toolkit: A Practical Guide to Managing People at Work	Coursera - 2022

05 EDUCATION

BSc (Hons) Web Design and Development	Northumbria University: 2009 - 2012
GCSE & A-LEVELS	Kirkbie Kendal School: 2000 - 2008

06 MYSELF

Playing music	My dog, Bo	Going to concerts	Motorbiking
Keen traveller	Boxing	Gym	Pizza

