



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 obsession with detail and quality. 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 craft 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 explore what becomes possible when design and technology work together.

02 EXPERIENCE

PRINCIPAL DESIGNER

2023 - Present: PokerStars

Built and scaled the Fusion Design System from scratch alongside one other designer, growing it into the single source of truth for 6 brands across a complex, multi-product ecosystem. The system includes 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-to-development handover. Owned the end-to-end governance of the system, establishing a contribution model for wider design teams, providing Snowflake, Icon and Pattern libraries, WCAG 2.1/2.2 accessibility auditing and a design critique process to drive consistency and quality across all products. Appointed by the Brand Director to lead a Design Style Guide project across eight product teams. Facilitated a two-day colour workshop, conducted evidence-led research using Usertesting.com and managed stakeholder communications at Director and Managing Director level, delivering 40 components two weeks ahead of schedule. Acted as the bridge between Brand's creative direction and Product's need for scalable, buildable components, translating brand identity into systematic, implementable patterns. Work closely with Betfair, FanDuel, Sisal and Jungalee on cross-brand initiatives 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 use AI tools including Figma Make to work smarter across workflows, from design exploration and component documentation to automated processes.

SENIOR UI DESIGNER

2018 - 2022: Pinnacle

Worked as a Senior UI Designer and brand guardian across five distinct products including the Sportsbook, Casino, Esports betting and Betting Resource repository, as well as leading the design of a new Live Centre from scratch. Took end-to-end ownership of UI design across each product from concept through to delivery, with a consistent focus on visual quality, interaction detail and craft. Designed micro-animations and interaction states across multiple products, ensuring design intent was preserved through to delivery. Championed the transition from Sketch to Figma, 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 portfolio following a team departure, before recruiting and mentoring a junior designer. Worked closely with UX designers on research, wireframes and user flows, and collaborated directly with development teams to ensure accurate, on-brand implementation.





02 EXPERIENCE

MID-WEIGHT UI DESIGNER

2014 - 2017: Domestic & General

A core member of the 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, usability testing, social media and marketing assets, SEO strategy, managing client briefs, relationships and project delivery throughout. Working independently across the full project lifecycle has sharpened my ability to translate loose briefs into structured design thinking and balance creative ambition with practical constraints and client expectations.

03 SKILLS

Design Systems · Design System Governance · Component Design · Interaction Design · UI Design · UX Design · User Centred Design · Responsive Web Design · Accessibility (WCAG 2.1/2.2) · Prototyping · Design Tokens · Component Library · Figma Variables · Iconography · User Research · 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

