

Eric Johnston

1150 10th ave ne APT 107 Issaquah WA 98029

Senior Product Design Leader | UX Strategist | Mentor & Storyteller | Star Trek & DC Comics Enthusiast

Summary

Product design leader with 15+ years' experience delivering customer-centric solutions for enterprise and consumer products. Expert in multi-year product vision, scalable design systems, and measurable business impact. Skilled collaborator, mentor, and storyteller with a track record of influencing strategy and shipping high-quality, data-driven design.

Core Skills

Product & UX Strategy • Vision & Roadmapping • Design Systems • Cross-Functional Collaboration
Mentorship • Prototyping • AI-Assisted Workflows • Storytelling • Interaction Design • Lead Generation
User Experience Design • Product Development • Thought Leadership • Usability Testing

Work History

07/2019 - 10/2025: Oracle (OCI), Principal Senior Designer

- Led cross-service design initiatives, aligning product, engineering, and design teams around unified visions.
- Created UX Business Impact Scoreboard, tying design quality to customer and business KPIs.
- Designed cloud cost management FinOps product and centralized Support Center, improving usability and customer self-service.
- Scaled design library across 30+ services and mentored team to elevate execution quality.

09/2012 - 06/2019: CDK Global, Senior Designer

- Led innovation team creating products that generated new revenue streams.
- Designed solution for General Motors closing a \$300M revenue gap.
- Built high-fidelity prototypes to validate metrics pre-development, reducing risk and accelerating delivery.

07/2011 - 08/2012: CTRL Bot, Creative Director

- Founded agency delivering brand and product design for diverse clients.

07/2009 - 06/2011: SearchMarketMe, Art Director

- Launched 30+ businesses with full branding and web presence; managed team of 10.

07/2008 - 06/2009: Widemile INC, UX Designer

- Created landing pages delivering up to 1,200% performance lift for Microsoft campaigns.

Education

B.A., New Media Design
Western Washington University

Certification, Web Development
Western Washington University

Contact

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