

Michael Johnston

Staff Product Designer | Freelance Classical Musician

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SKILLS & BACKGROUND

Profile

I am a **Full-stack Product Designer** with a focus on blending **systems thinking** and **strong visual and UI design** to create best-in-class digital products and experiences. I have developed skills that allow me to combine foundational design principles with real life product thinking to bring creative solutions to complex problems. As a designer, I own the end-to-end design process from research to visual design, handoff and implementation, and my diverse skill set enables me to provide impactful, user-centred design solutions.

I have experience making impact for businesses and our customers on both internal and consulting design teams, at start ups, agencies, and large enterprise companies.

With over 10 years of classical music training and international performance experience, I bring a unique blend of creativity and strategic thinking to product design.

Product Design Toolkit

- User & Stakeholder Interviews
- User Journey & Experience Maps
- Requirements Gathering
- Information Architecture
- Competitive Analysis
- Branding and Identity
- UX and Product Strategy
- Wireframing
- AI Prototyping
- Usability Testing
- Design Systems

Tools

-  Figma / Figma Make
-  Claude Cowork/Code
-  Notebook LM
-  Lovable
-  Webflow
-  Miro
-  Jira
-  Confluence

EXPERIENCE

Intuit

Toronto, Canada

Staff Product Designer

Apr 2026 — Present

- Professional Tax Group; owning design, strategy, and experience for desktop web professional tax preparation and filing products, that power tax on the Intuit platform at scale.
- Leading the vision for re-designing tax filing experience for accountants, leveraging our GenUX and Intuit AI patterns to increase tax filing efficiencies and bring more insights to customers.

Senior Product Designer

Oct 2024 — Apr 2026

Softchoice

Toronto, Canada

Senior Product Designer

May 2024 — Oct 2024

- Established new design processes and led design delivery on the Application Development team, part of the AI Solutions group, creating innovative and custom product design for clients.
- Owned additional Product Management responsibilities on client engagements, worked cross-functionally with engineering, business stakeholders, to achieve high-quality outcomes.
- Coached and upskilled the working team on agile development and UX Design best practices.

Devbridge / Cognizant

Toronto, Canada

Senior User Experience Designer

Nov 2023 — May 2024

- Integrated as part of Devbridge becoming a Cognizant company in 2023.
- Owned experiences for web and mobile products across secure messaging, telehealth virtual care, doctor and patient scheduling, legal case management, and pension administration.

Product Designer II

Dec 2022 — Oct 2023

- Led design on multiple mid-size client engagements, providing end-to-end UX and product design expertise.
- Contributed to Design Practice trainings, led client and internal presentations, coached and mentored other designers through peer reviews and mentorship programme

Product Designer I

Dec 2021 — Nov 2022

- Responsible for design discovery and deliverables on client software projects.
- Regularly shipped software using Dual-Track Scrum Agile delivery methodology.

Arima Data

Toronto, Canada

UX/UI Designer

Oct 2021 — Dec 2021

- Created Brand Guidelines and a working Design System in collaboration with engineering team, which was scaled across the existing software and used to develop all new features.

EDUCATION

UX Design Diploma

Jul 2021 — Oct 2021 BrainStation (Toronto Campus)

Master of Music | Music Research and Performance

Sep 2018 — Sep 2019 University of Cambridge, UK

Bachelor of Music | Performance

Sep 2014 — Jun 2018 University of Toronto, Canada