



# DAVID JOHNSTONE

## CRAFTING VISUAL EXPERIENCES

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**An experienced visual designer, I retain a fierce passion for conceptual thinking and storytelling.**

Through research and collaboration, sketching and storyboarding, my ambition is to craft the very best brand experience, producing beautiful, scalable design language systems for web, mobile and print.

**I've worked with** Diageo, Glenmorangie, Legal & General, Reckitt Benckiser, HSBC, Heathrow, Three, Direct Line, Visa, Ch4, BFI, United Nations, Smithkline, World Bank, BP, Novartis, Allen & Overy, Electrolux, Avis, BBC.

### MOST RECENT GIGS

#### Vero / Vero + Accurate Creative Director / 2019 to 2023

I've worked with Vero, an ambitious Brighton-based business specialising in international screening, since 2012.

During many assignments, I delivered various design solutions for web, product and print, developing a comprehensive brand voice that encompassed verbal, written and visual systems.

Accurate, a large US-based international screening corporation, recently acquired Vero. The branding required 'fusion' between the two for upcoming events, amalgamating the visual strengths of both organisations.

#### Filth Clothing Creative Director / 2022 to 2023

Amsterdam-based latex designer, Stuart Craig, asked me to help him create a brand from the ground up.

With no name and just a nebulous idea of where he wanted it to go, I built a set of written and visual systems that would enable him to position the brand as hand-crafted and premium with an emphasis on provenance and quality.

#### Nile Digital Refresh / Nile + Glenmorangie Creative Director / 2021 to 2022

I was asked by Nile, a strategic design consultancy based in Edinburgh, to help them with a digital refresh.

From initial workshops and presentations through to overseeing the WordPress build, we worked closely as a team, producing a visual offering that illuminated and propelled Nile's business with a new, fresh perspective.

We were asked to re-imagine new and exciting customer journeys for the Glenmorangie distillery at Tain in Scotland. Utilising digital at the heart of their experiences, Glenmorangie commissioned Nile to investigate how this could work and what they'd potentially look like.

#### Kiithu Botanics Creative Director / 2022

I was asked to help brand a small Brighton-based start-up specialising in medicinal mushroom-based health supplements.

#### **Comprend + Diageo** **Visual Designer / 2022**

Working with Comprend's Creative Director, we reworked and refined Diageo's technology presentation which would be delivered as part of their digital strategy to their CEO.

### OLDER

#### Legal & General Design Lead / 2017 & 2018 to 2019

I worked at Legal & General, one of the UK's oldest and largest insurers, on two separate occasions in recent years.

On both, I've driven change through evolving their design offering business-wide and, in particular, developing comprehensive structures and language systems. I was detailed to be a bridge between our internal designers and the global agency, SuperUnion.

#### Campus Society Creative Head / 2015 to 2016

Tasked to establish a brand for Campus Society, a student-based social network start-up, I worked closely with a young and enthusiastic team. I produced visual and written communications and social media campaigns. The objective was to create the go-to app for students everywhere.

#### Frog Design Lead / 2015

Hired by Frog Munich to create a responsive, iterative, and scalable Design Language System for **Reckitt Benckiser**, I pared down and simplified core messaging into clear, simple visual structures.

#### Studio Of Fathom Design Lead / 2014 to 2015

Working with boutique agency, Fathom, I created premium app interfaces for **HSBC** along with UI for their public and corporate websites. Much of the work was experimental in its approach, pushing boundaries whilst adhering to the bank's strong design guidelines.

*Full CV on Request / References on Request*