BOKEN / FICTIONAL DEMO PROFILE / PROFILE

Claire Yoon

Independent Design Director & Creative Technologist

Singapore · 14 years in design · Available for the right collaboration

ABOUT

I help ambitious teams turn complex ideas into useful, expressive digital experiences. My work sits between product strategy, visual systems and hands-on interaction design.

SPECIALTIES

Product strategy · Interaction design · Art direction · Design systems · Digital branding · Prototyping · Creative direction · Design leadership

EXPERIENCE

Independent Design Director · Yoon Studio

2025 – Present

Partnering with founders and product teams on experience strategy, digital identities and hands-on design leadership.

Fractional direction from discovery to launch · Product, brand and interaction systems in one connected practice

Co-founder & Creative Director · Stillform Studio

2020 – 2025

Co-founded a six-person independent studio spanning strategy, design, motion and development.

Led creative direction and client partnerships · Built a collaborative critique and prototype practice · Stayed hands-on across flagship digital experiences

Lead Product Designer · Canvaslane

2017 – 2020

Led editor and publishing experiences for an independent creator platform.

Connected the editor, onboarding and publishing journeys · Established reusable interaction and component patterns · Mentored three designers and partnered with two engineering squads

Digital Designer → Senior Designer · Northline Digital

2012 – 2017

Designed campaign sites, editorial platforms and brand experiences for culture and technology teams.

Grew from visual design execution into project ownership · Collaborated with developers, filmmakers and motion designers

SELECTED WORK

Atlas Commerce

2025 · Commerce · Product design · Design director / hands-on product designer

Led discovery, defined the information architecture and designed the browsing, product and saved-list experiences. Built the interaction prototype and reviewed implementation with engineering.

Illustrative outcomes: 18% higher product-detail engagement in the pilot · 23% faster completion of core discovery tasks in usability testing

Folio Editor

2024 · Creator tools · Design systems · Creative director / interaction lead

Set the experience principles, mapped the editing model, prototyped direct manipulation and guided the component system. Shared visual design with two product designers.

Illustrative outcomes: 31% fewer support requests about layout editing · First-publish completion increased from 54% to 68% in the pilot cohort

Common Ground

2024 · Editorial · Digital identity · Art director / digital designer

Directed the digital visual language, designed article and discovery templates, and paired with the editorial team on content hierarchy. Development was delivered by the engineering partner.

Illustrative outcomes: A unified publishing system spanning five editorial formats · Accessibility review completed before launch

Meridian Research

2023 · AI · Brand experience · Creative director / website designer

Translated positioning into the website concept, designed the core pages and established the motion language with a specialist animator.

Illustrative outcomes: Reusable launch system for research, product and company announcements · One shared content architecture for technical and general audiences

Sora Objects

2023 · Commerce · Brand · Design and art direction

Created the digital identity and shopping journey, art-directed product photography and specified responsive states for the developer.

Illustrative outcomes: A complete mobile and desktop shopping experience · Product storytelling system the founder could maintain independently

EDUCATION

BFA, Communication Design

North Coast School of Design · 2008 – 2012

Typography, visual systems and interaction design

TOOLS

Figma · FigJam · Framer · After Effects · Blender · Illustrator · Photoshop · HTML / CSS · React · GSAP

CLIENT NOTES

> "Claire gave us a clear product direction without losing the small details that make the experience feel considered. She was as valuable in the engineering review as she was in the first workshop."
> Lena Ortiz, VP of Product · Atlas Commerce

> "Claire understood what made the publication different, then built a system that let our editors express it. The result felt like us, only much clearer."
> Theo Park, Editor-in-Chief · Common Ground Journal

> "A rare mix of taste, practical judgment and generosity. Claire raised the quality of the work and made the team stronger along the way."
> Nadia Chen, Engineering Director · Folio

Claire Yoon is a made-up person for the Boken demo. All people, organisations, projects, quotes and outcomes are fictional. hello@claireyoon.example is not a real address.