



## Hello.

I'm June — a multidisciplinary product designer who enjoys turning complex, ambiguous ideas into thoughtful, cohesive, and scalable user experiences. I'd love to be part of your team.

Originally trained in Software Engineering, I bring both technical fluency and creative intuition to every project — a foundation that makes it easy to learn new tools, collaborate effectively with developers, and design with real-world constraints in mind. This versatility is the foundation of my career, which has spanned agencies, enterprises, and startups, evolving from graphic and web design to advertising, branding, packaging, marketing, and product design.

I thrive in roles where ownership matters and the design function actually moves the business forward.

- At **Black<sup>e</sup>** (*pet-wellness biotech*), I joined as the founding designer and built the entire design foundation from scratch. I shaped the brand ecosystem, mapped user journeys, designed the pet microbiome reporting system end-to-end, and authored all UX content. I also developed an AI-assisted workflow that automated content generation with consistent accuracy and tone, and I maintained the design system that unified product, brand, packaging and marketing.
- At **Transcelestial** (*laser communication*), I operated as the sole designer across all touchpoints. I established the company-wide design system, designed the core installation app for their laser link hardware, and contributed to industrial design for a space telescope enclosure. This cross-disciplinary work strengthened my ability to bridge digital product, complex technology, and physical hardware.

Following my role at Black<sup>e</sup>, I took a **self-funded sabbatical** to pursue a personal creative challenge. I wrote, illustrated and self-published a choose-your-own-adventure children's book that won a **Silver Medal in Best Writer/Illustrator** at the 2025 Moonbeam Children's Book Awards. It was a full-cycle product in itself, building the brand and e-commerce, designing the entire customer journey, structuring the story logic, and learning new tools along the way. I'm now experimenting with generative AI and animated short films as part of my ongoing creative exploration.

As I wrap this sabbatical, I'm looking for a role where I can stay close to the craft, build strong systems, and drive meaningful impact through thoughtful UX, design systems, and clear visual language. If my background aligns with what your team needs, I'd love to connect.

Warm regards,

**June Loo**

[hello@6ixist.com](mailto:hello@6ixist.com)

[6ixist.com](http://6ixist.com)

# JUNE LOO

## Multidisciplinary Product Designer

Product design · UX · Visual design · Design systems · Art direction · Branding · Packaging · Generative AI

Portfolio: [6ixist.com](https://6ixist.com) | [hello@6ixist.com](mailto:hello@6ixist.com) | [linkedin.com/in/6ixist](https://linkedin.com/in/6ixist)

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### PROFESSIONAL EXPERIENCE

#### Founding Product & Brand Designer

1 yr 3 mos • Oct 2023 - Dec 2024

Blackē • Full-time

Joined early stage as the sole designer, owning brand, UX, and product systems before formal teams existed. Operated as a multidisciplinary partner in a lean pet-wellness biotech startup, bridging brand, product, and technology from zero to launch.

- Partnered directly with the founder to define creative direction, user experience, and early business strategy.
- Led a full **rebrand** of the pet nutrition and microbiome testing business.
- Built a **scalable brand ecosystem** across three sub-brands: Blackfoot, Black Lab, and Black Eco.
- Redesigned **packaging** for freeze-dried nutrition and microbiome product lines.
- Designed the **pet microbiome reporting system** end-to-end, from concept through delivery.
- Created a **custom GPT workflow** to automate report generation with consistent accuracy and tone.
- Wrote all **UX content** and established templates, voice, and tone guidelines.
- Built and maintained a **design system** for both brand and product, ensuring coherence across platforms.
- Directed **food photography** and established a cohesive visual language for digital and print.
- Set up the company's **operational and IT foundation**: Google Workspace, documentation, claims workflow, and project tracking.
- Supported early **product and business planning** with Lean Startup frameworks, personas, and conceptual models.
- Contributed to **talent acquisition**, onboarding, and early process development.

**Skills:** Product Design • User Experience (UX) • Branding & Identity • Packaging Design • Art Direction • Prototyping • Visual Design • Design Systems • Customer Journeys • User Research • Usability Testing • UX Writing • Generative AI Documentation • Photo Shoots

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#### User Experience & Product Designer

1 yr 11 mos • Oct 2021 - Aug 2023

Transcelestial • Full-time

Joined as a versatile designer responsible for UX, UI, research, and product design for next-generation laser communication technology.

- Operated as the **sole designer and brand guardian**, owning end-to-end design across product, brand, and marketing touchpoints.
- Developed a **comprehensive design system** used company-wide.
- Designed a **web app** that streamlined product installation and field maintenance.
- Created a **custom typeface** to strengthen brand identity and legibility.
- Established a **digital brand guide** and produced cohesive marketing and social collateral.
- Designed all **space project visuals**, including a commemorative **mission patch**.
- Ventured into **industrial design**, creating the **space optical telescope enclosure**.
- Conducted **UX research, prototyping, and usability testing** for both software and hardware interfaces.
- Collaborated with engineers and PMs to align design with complex technical constraints.

**Skills:** Product Design • User Experience (UX) • Visual Design • Design Systems • UX Research • User Interviews • Usability Testing • Customer Journeys • Branding & Identity • Industrial Design • Digital Marketing • Documentation

**Visual Designer**  
Sembcorp Industries • Full-time

3 yrs 1 mo • May 2018 - May 2021

Collaborated with UX and product teams to deliver user-centred digital solutions during the company's digital transformation initiative.

- Contributed to **visual design, wireframes, and interactive prototypes** across enterprise applications.
- Participated in **requirement gathering, user research, and persona creation** to inform design direction.
- Supported **feedback and testing cycles** to improve usability and adoption.
- Helped launch multiple **digital tools** and led **employee education sessions** to encourage adoption.
- Advocated for **design thinking** and helped establish **brand and UI standards** across teams.

**Skills:** User Experience (UX) • Visual Design • Interaction Design • User Research • User Personas • User Flows • Prototyping • Wireframing • Whiteboarding • User Interviews

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**Art Director**  
Possible Worldwide • Full-time

4 yrs 3 mos • Nov 2013 - Nov 2017

Promoted twice from senior designer & junior art director within a year for creative innovation and leadership.

- Developed **integrated digital campaigns** combining brand storytelling, marketing, and interactive design.
- Collaborated with **UX and strategy teams** to align creative direction with campaign goals.
- Led **art direction and visual design** across multiple digital platforms.
- Mentored **junior designers** and streamlined workflows for faster creative delivery.

**Skills:** Art Direction • Creative Ideation • Digital Marketing • User Experience (UX) • Visual Communication • Typography • Layout Design • Visual Design • Interaction Design • Web Design • Web Development

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**Art Director**  
The Local • Full-time

2 yrs • Aug 2011 - Jul 2013

Supported the Creative Director and collaborated with a multidisciplinary team to create powerful, concept-driven advertising campaigns from concept to delivery.

- Supervised **creative standards** across concept design, mock-ups, client presentations, photography, and final production.
- Led all **digital design work**, ensuring consistency across interactive and print outputs.
- Guided **junior art directors, FA artists, and DI artists** to maintain craft and production quality.
- Oversaw **colour proofing, pre-press, and vendor coordination** for campaign materials.

**Skills:** Advertising • Art Direction • Creative Ideation • Visual Communication • Visual Design • Layout Design • Typography • Web Design • Photo Shoots

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**Interactive Designer**  
Manic Design • Full-time

3 yrs 10 mos • Oct 2007 - Jul 2011

Focused on designing and developing intuitive, interactive experiences that bridged design and technology.

- Designed and developed **interactive websites** and microsites.
- Contributed to **branding, packaging, and visual identity projects**.
- Guided **junior designers** in coding and interaction design principles.

**Skills:** Interaction Design • Web Design • Web Development • Branding & Identity • Packaging Design • Creative Ideation • Layout Design • Typography

**Web & Graphic Designer**  
Squareroot • Full-time • Hybrid

3 yrs 3 mos • Jun 2004 - Aug 2007

Starting ground in the creative industry after graduating in **Software Engineering**, learning visual design through hands-on work across print and web.

- Designed, and developed **websites, microsites, and EDMs** using **CSS and table-less layouts**.
- Created **publications, marketing materials, and print collateral** for local and regional clients.
- Built a strong foundation in **typography, layout, and visual hierarchy** through real-world practice.
- Developed an early appreciation for fusing **design and technology**, shaping a multidisciplinary career.

**Skills:** Graphic Design • Visual Communication • Creative Ideation • Print Design • Web Design • Layout Design • Typography • Web Development

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## EDUCATION

**Ngee Ann Polytechnic | 2001 - 2003**  
Diploma, Computer Software Engineering

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## SKILLS

**Product & UX Design:** Product design, UX design, UI design, Interaction design, Design systems, Prototyping, Wireframing, Customer journeys, UX writing, Usability testing, User flows

**Research & Strategy:** User research, User interviews, Personas, Lean startup methodology, Conceptual modelling, Documentation, UX storytelling

**Visual & Brand:** Visual design, Branding & identity, Packaging design, Interactive design, Art direction, Creative ideation, Typography, Layout design, Illustration, Visual communication, Digital marketing, Photography direction

**Technical & Tools:** Figma, Photoshop, Illustrator, InDesign, After Effects, HTML/CSS, Web design, Web development, Generative AI

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## AWARDS

**Moonbeam Children's Book Awards - Oct 2025 | Magic Pony Books**  
"The Magic Crystal" won a silver medal for Best Writer/Illustrator.

**FWA Site of the Day (Mobile) - Apr 2016 | Possible Worldwide**  
Wild Life Reserves - Change Their Fate campaign won site of the day.

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## INTERESTS

- Exploring new tech & tools • Writing/illustrating choose-your-own-adventure books • Tech gadgets & modding
- Gaming • Crafting • Art • Muay Thai • Brazillian Jiu-Jitsu

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