



Hello.

I'm June — a multidisciplinary product designer who enjoys turning complex, ambiguous ideas into thoughtful, cohesive, and scalable user experiences. I thrive most in zero-to-one — when there's no system yet, ownership is total, and design has to lead.

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. Over 20 years, 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.

- At **Black<sup>e</sup>** (*pet-wellness biotech*), I joined as the founding designer and built the entire design foundation from scratch — brand ecosystem, design system, packaging, UX content, and a pet microbiome reporting system end-to-end. I also developed an AI-assisted workflow that automated report generation with consistent accuracy and tone.
- 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** and wrote, illustrated, and self-published a choose-your-own-adventure children's book as a full end-to-end product — brand, e-commerce, customer journey, story architecture. It won a **Silver Medal in Best Writer/Illustrator** at the 2025 Moonbeam Children's Book Awards.

Most recently at Pendle Finance, I've been designing Boros, a DeFi leveraged yield trading platform, rebuilding the deposit UX and notification system end-to-end. I came in knowing nothing about DeFi and got up to speed in four months. What it gave me was clarity: Web3 is where I want to build, with full ownership of the design.

If this resonates, I'd love to connect.

Warm regards,

**June Loo**

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

# JUNE LOO

## Multidisciplinary Product Designer

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

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### EXPERIENCE

#### Product Designer

Jan 2026 - Present

Pendle Finance • Full-time

Embedded in the design team working across Pendle V2 and Boros, a DeFi leveraged yield trading platform, contributing to product design at the frontier of decentralised finance.

- Led end-to-end redesign of the **Boros deposit experience**, rethinking flows for a complex financial product with high-stakes user decisions. (Currently in build)
- Redesigned the **Boros notification system** architecture from scratch, covering UX structure, information hierarchy, and delivery across in-app and Telegram. (Currently in build)
- Contributed to broader **Pendle V2 design work**, collaborating with the wider design team across multiple product surfaces.
- Self-directed ramp from zero **DeFi knowledge** to designing for a live protocol in four months.
- Built **rapid prototypes** through vibe coding to accelerate design validation.
- Conducted **AI-assisted UX research** and synthesised findings, operating without a dedicated research function.

**Skills:** Product Design • User Experience (UX) • Prototyping • Visual Design • Design Systems • User Research • Usability Testing • UX Writing • Vibe Coding • AI-assisted Research • Generative AI

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#### Founding Product & Brand Designer

1 yr 3 mos • Oct 2023 - Dec 2024

Blacke • Full-time

Joined as the sole designer at an early-stage pet-wellness biotech, owning brand, UX, and product from zero to launch.

- Partnered directly with the founder to define creative direction, user experience, and early business strategy.
- Led a full **rebrand** and built a **scalable brand ecosystem** across three sub-brands, covering identity, packaging, photography, and visual language.
- Designed the **pet microbiome reporting system** end-to-end, created a custom GPT workflow to **automate report generation**, and **authored all UX content** with templates, voice, and tone guidelines.
- **Redesigned packaging** for freeze-dried nutrition and microbiome product lines, directed **food photography**, and established a cohesive visual language for digital and print.
- Supported **early product and business planning** with Lean Startup frameworks, personas, and conceptual models.
- Set up the company's **operational and IT foundation** — Google Workspace, documentation, claims workflow, and project tracking — and 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

## User Experience & Product Designer

Transcendental • Full-time

1 yr 11 mos • [Oct 2021 - Aug 2023](#)

Joined as the sole designer and brand guardian at a deep-tech laser communication startup, owning end-to-end design across product, brand, and marketing from day one.

- Designed a **web app** that streamlined product installation and field maintenance.
- Developed a **comprehensive design system** used company-wide.
- 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

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## Visual Designer

Sembcorp Industries • Full-time

3 yrs 1 mo • [May 2018 - May 2021](#)

Contributed to Sembcorp's digital transformation initiative, working across UX and product teams to deliver enterprise applications — designing wireframes, prototypes, and visual assets, conducting user research, and iterating through feedback and testing cycles. Helped launch multiple digital tools, led employee education sessions to drive adoption, and advocated for design thinking 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

2017

Possible Worldwide • Full-time

4 yrs 1 mo • [Nov 2013 - Nov](#)

Promoted twice within a year — from senior designer to junior art director to art director — for creative innovation and leadership. Developed integrated digital campaigns combining brand storytelling, marketing, and interactive design, collaborating with UX and strategy teams to align creative direction with campaign goals. Led art direction and visual design across multiple digital platforms and mentored junior designers while streamlining 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 on concept-driven advertising campaigns from brief to delivery, leading all digital design work and supervising creative standards across concept, mock-ups, client presentations, photography, and final production. Guided junior art directors, FA artists, and DI artists on craft and production quality, and 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

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

3 yrs 10 mos • [Oct 2007 - Jul 2011](#)

Designed and developed interactive websites and microsites, contributing to branding, packaging, and visual identity projects. Guided junior designers in coding and interaction design principles, building an early foundation in bridging design and technology.

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

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

3 yrs 3 mos • [Jun 2004 - Aug 2007](#)

First role in the creative industry after graduating in Software Engineering — learned visual design through hands-on work across print and web. Designed and developed websites, microsites, and EDMs using CSS and table-less layouts, and built a strong foundation in typography, layout, and visual hierarchy that shaped 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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## 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 • Trading • Tech gadgets & modding • Gaming • Crafting • Art • Muay Thai

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My portfolio can be accessed at [6ixist.com](#).  
Some work is under NDA and available upon request. [Let's chat!](#)