

Tae Hoon Yim

Product & UI/UX Designer · Art Director

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PROFILE

A product designer with twenty years in London and, more recently, in Seoul. I spent most of that time inside large consumer products — MailOnline, Goal.com — where the work was design systems, scale, and getting the detail right for a hundred million people a month. For the last two years I have been building my own products instead, founding a marketplace in London and art-directing a multi-tenant CRM in Korea. Having lived and worked across both markets, I am comfortable designing for two very different audiences, and comfortable being the person who ships as well as the person who designs.

PROFESSIONAL EXPERIENCE

CABO CRM — Art Director

June 2026 – Present · Korea · cabomotors.co.kr

- Multi-tenant CRM for Korea's small motorcycle repair shops, most of which still run on paper and phone calls — intake, estimate, parts order, repair, invoice, all in one system.
- Led the design language and token system across four role-based portals: headquarters, shop, parts supplier and customer, so each role sees a different job through one consistent interface.
- Designed the repair job as a readable six-stage status stepper the whole shop can follow at a glance.
- Removed the login barrier for customers entirely — estimate approval, consent signature, invoice and repair record all delivered through secure token links.
- Shaped an electronic parts catalog where none existed, pairing a companion Chrome extension with AI vision to turn real parts diagrams into structured data.
- Mirrored the data schema to Korea's official vehicle-history fields, so every recorded repair feeds a future two-wheel history product.

Layerd Style — Founder & Art Director

November 2025 – May 2026 · London

- Founded a mobile hair-booking marketplace for London's East-Asian community, built around a problem I had myself: finding a stylist who understands your hair type, and describing the cut you want across a language gap.
- Set the design direction and led the user experience end to end, working with one developer and one designer — built on Claude Code and Supabase so a very small team could ship a real product.
- Replaced verbal briefs with a photo-brief flow: customers upload their hair now and the look they want, so the conversation begins with a picture rather than a translation.
- Built a stylist directory filterable by language (Korean, Japanese, Chinese) and by Asian-hair specialism.
- Reduced no-show risk through deposits, clear confirmation and an AI risk score, without penalising honest customers.
- Shipped a four-language interface (EN · KO · JA · ZH), Stripe Connect payouts, reviews, loyalty and referral, launched as a phased soft-launch with waitlist and invite codes.

LG CNS (via Signature Group) — Seoul, Korea

Product Designer, Freelance Contract | July 2025 – October 2025

- Built scalable UI component systems for LG's homepage, with close attention to spacing, typography and interaction states.
- Made complex e-commerce discount policies legible and easy to navigate through interface design.
- Worked alongside developers to keep the implementation true to the design specifications and interaction behaviour.

MailOnline — London

Lead Designer | September 2019 – April 2025

- Designed and refined the UI across MailOnline's desktop, mobile and native apps, serving over 100 million monthly users.
- Built and maintained the design system that kept one visual language across every platform.
- Delivered interface work for one of the UK's largest news sites, balancing creative ambition against usability.
- Worked with UX designers and stakeholders to deliver interfaces that met business goals without losing the reader.

MailOnline / Metro — London

Senior Designer | March 2013 – September 2019

- Delivered design across MailOnline and Metro.co.uk while holding brand consistency between the two.
- Read design and digital trends and translated them appropriately for each brand's audience.

Perform Group — London

Lead Designer, Goal.com | August 2011 – March 2013

- Designed the UI across Goal.com, serving over 20 million unique users monthly.
- Led major interface redesigns without disrupting the experience for 3.8 million daily visitors.
- Tracked and optimised design performance through user analytics.
- Awarded Performer of the Month, February 2012.

Designer, Media Service & ePlayer | March 2011 – August 2011

- Revamped the Chelsea FC homepage and introduced its News Feed feature; designed the Chelsea Chrome App.
- Created the full UI for AljazeeraSport, supporting Aljazeera's move into digital sports news.
- Contributed full design mockups for key sections of the FIFA.com pitch.

SKILLS & TECHNOLOGIES

Design: Figma, Adobe Creative Suite, Sketch, Zeplin

Design systems & process: Component libraries, design tokens, responsive design, prototyping, multi-tenant and role-based interfaces

Technical: HTML/CSS, JavaScript, React basics, Supabase

AI-assisted workflow: Claude Code, Cursor, V0.dev — used to prototype and ship production products with very small teams