CRUCIAL .DESIGN

Your World-Class
Design Partner

Let's Turn Your Vision into Profitable Products with Expert Design.
No Guesswork, No Wasted Fees, No Wasted Time!

25+ years of experience

500+ projects delivered

Projects featured at

THE SUNDAY TIMES

BBC

The INDEPENDENT

Apple

Adobe

TechCrunch

THE VERGE

Forbes

NewScientist

VOGUE

Crucial.Design Team

Oykun Yilmaz is the founder and your primary creative partner.

Bringing over 25 years of industry experience and a proven record of collaborating with clients generating over $1 billion in global revenue.

Based in central London, Oykun combines his expertise with access to world-class talent, assembling top professionals to meet the unique needs of each client.

SER VICES

We are true creative problem-solvers, ready to support you with all aspects of design, from innovative product solutions to high-impact presentation decks for investment meetings and everything in between.

Below are some of our key areas of expertise:

Strategy

You have an idea but need guidance on how to bring it to life; what to prioritise, who to bring onto your team, and how to chart the path forward.

We work closely with you to develop a tailored strategy that addresses your unique needs and goals, ensuring a strong foundation for success.

Branding

Your brand is the face of your product in the marketplace; it should be memorable and a true reflection of your strengths.

Our branding experts delve deep into understanding the essence of your brand, creating a journey that not only captures your vision but also differentiates you in a competitive landscape.

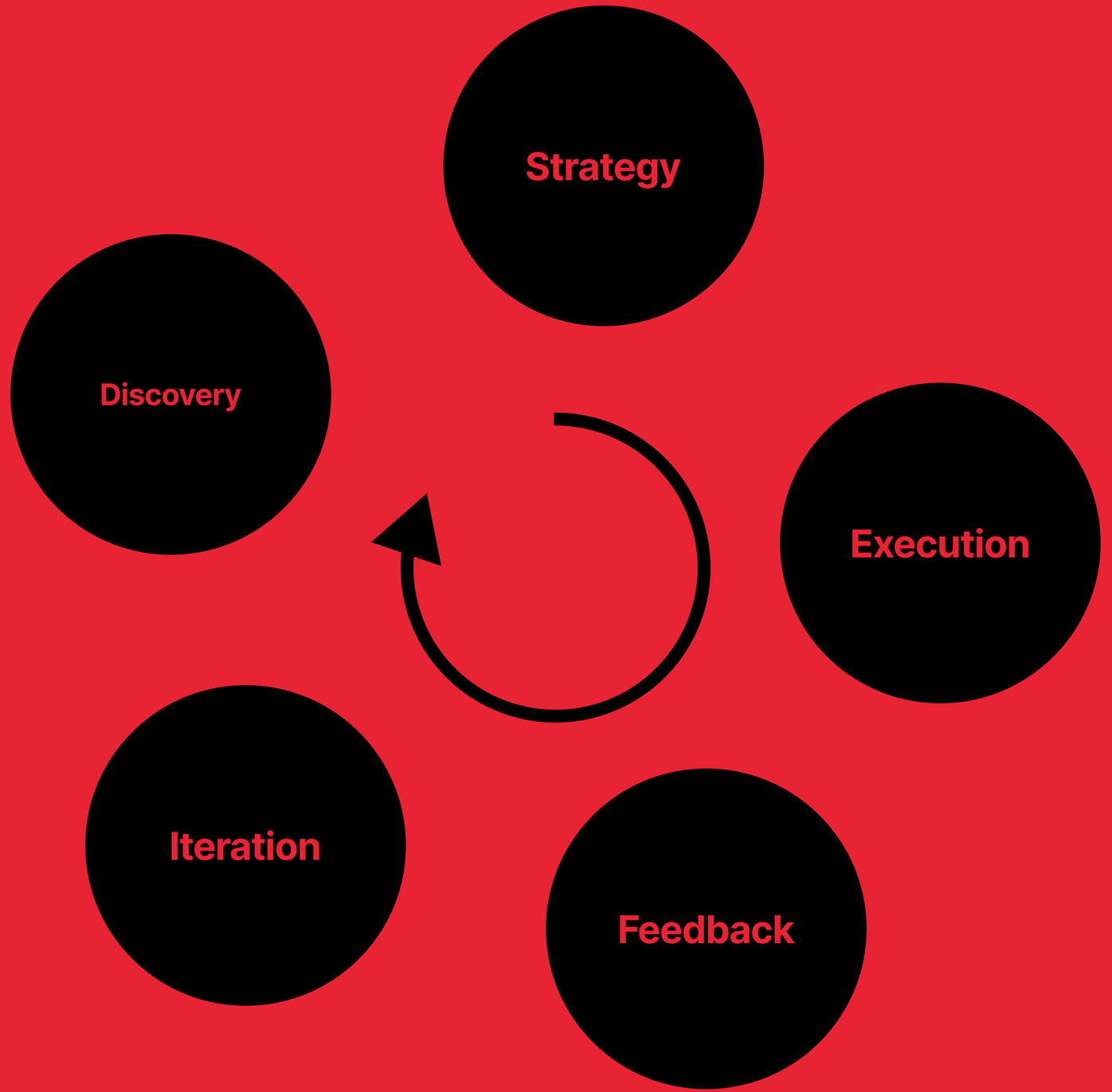
Product Design

Your product is a reflection of your brand in the world; it should be both memorable and aligned with your values.

Our product design team specializes in creating functional, distinctive designs that elevate your product’s presence and impact. From initial concepts to final prototypes, we focus on delivering a user-centered design that stands out in the market."

process

We do not force a fixed process.
We shape the process for your needs.



MultiOn.ai

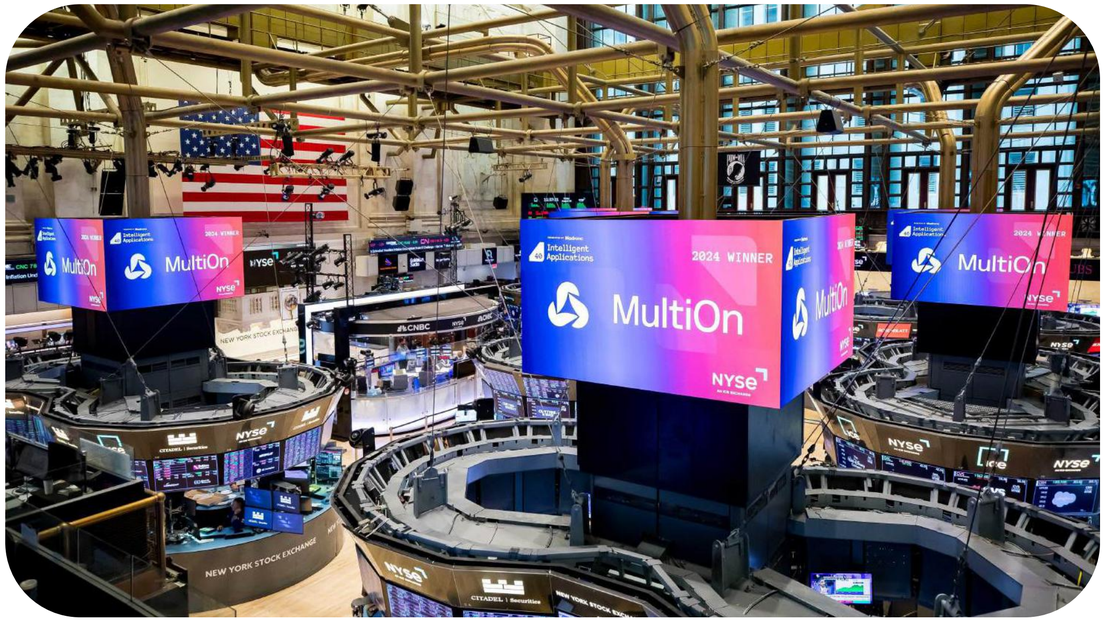
AI agents
that act on your behalf

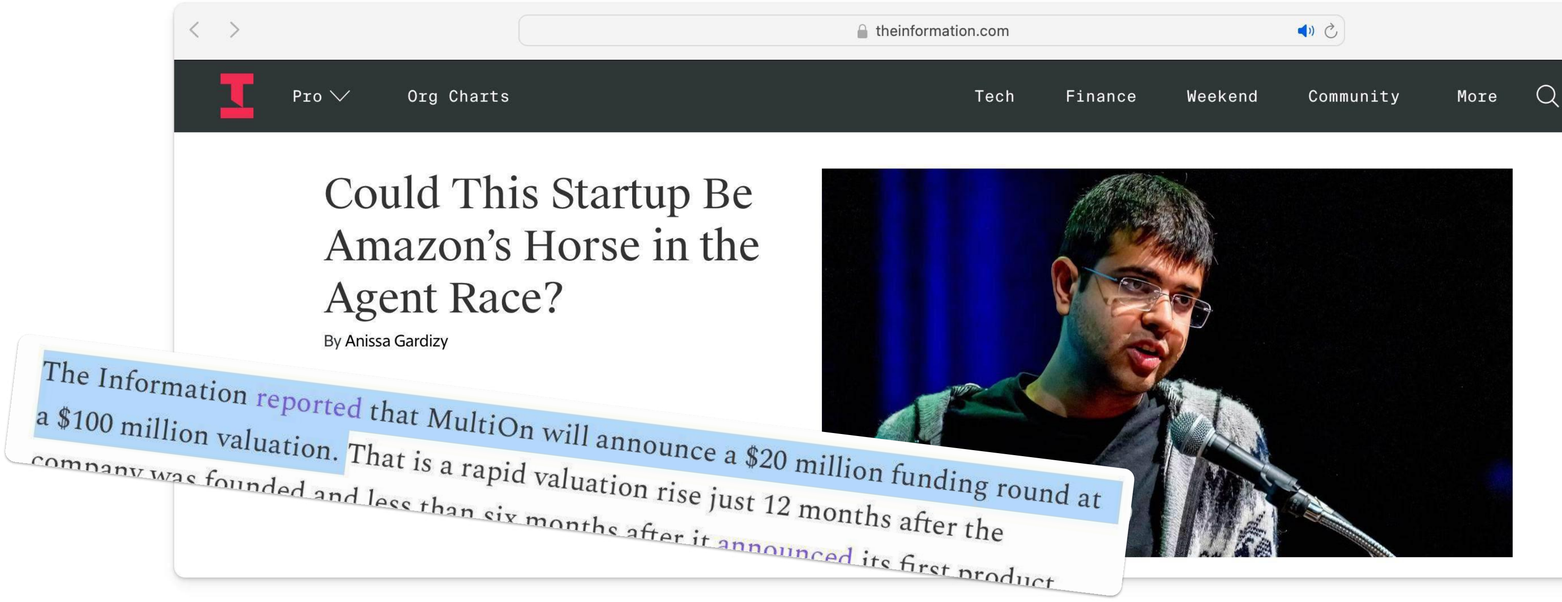
Design scope:

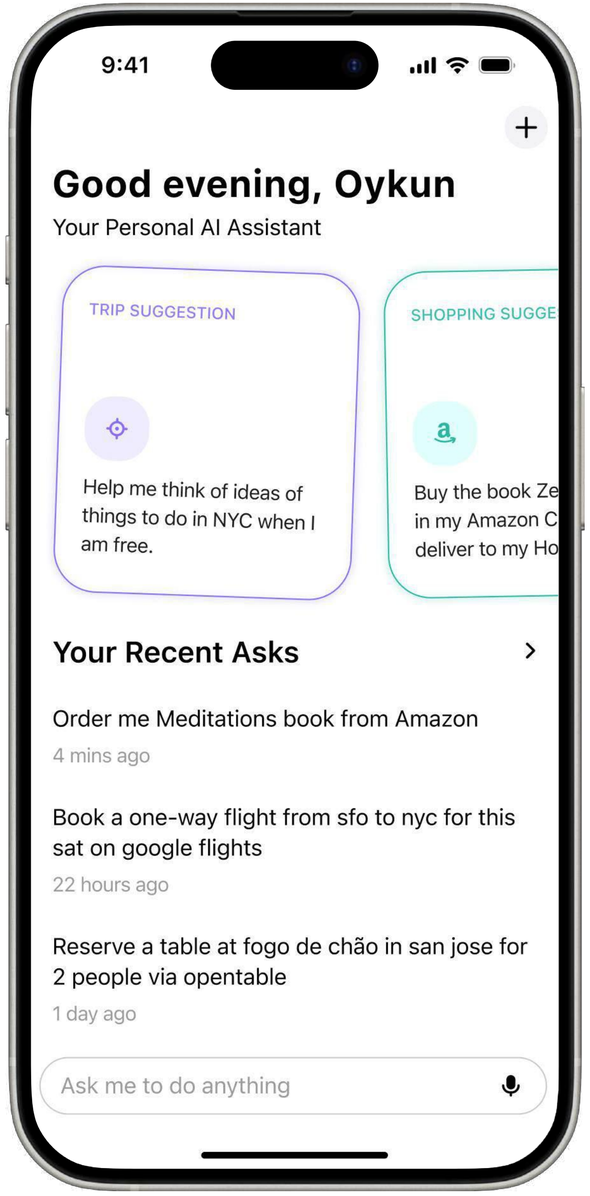
- iOS App
- Web App for consumers
- Web Platform for developers
- Chrome Extension

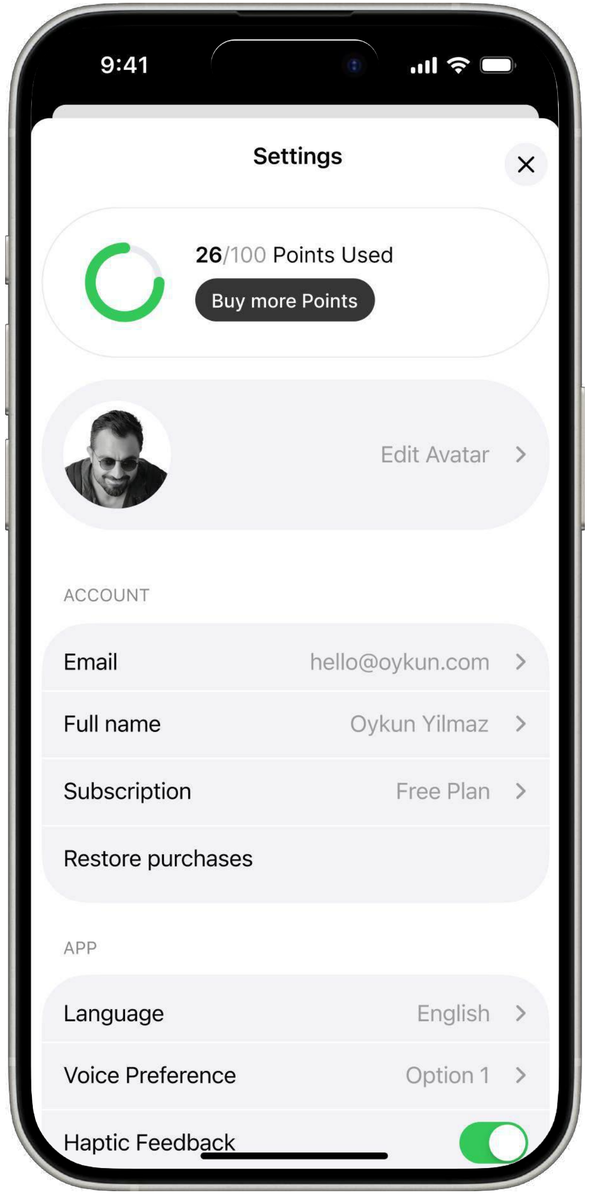
As the lead designer on the MultiOn team, a group of experts from Stanford University, Microsoft AI, and Meta AI, I have spearheaded innovative design solutions across multiple platforms.

My role involved driving end-to-end design strategies that align with cutting-edge technology, delivering impactful and user-focused experiences.






9:41
Good evening, Oykun
Your Personal AI Assistant
TRIP SUGGESTION
Help me think of ideas of things to do in NYC when I am free.
SHOPPING SUGGE
Buy the book Ze in my Amazon C deliver to my Ho
Your Recent Asks
Order me Meditations book from Amazon
4 mins ago
Book a one-way flight from sfo to nyc for this sat on google flights
22 hours ago
Reserve a table at fogo de chão in san jose for 2 people via opentable
1 day ago
Ask me to do anything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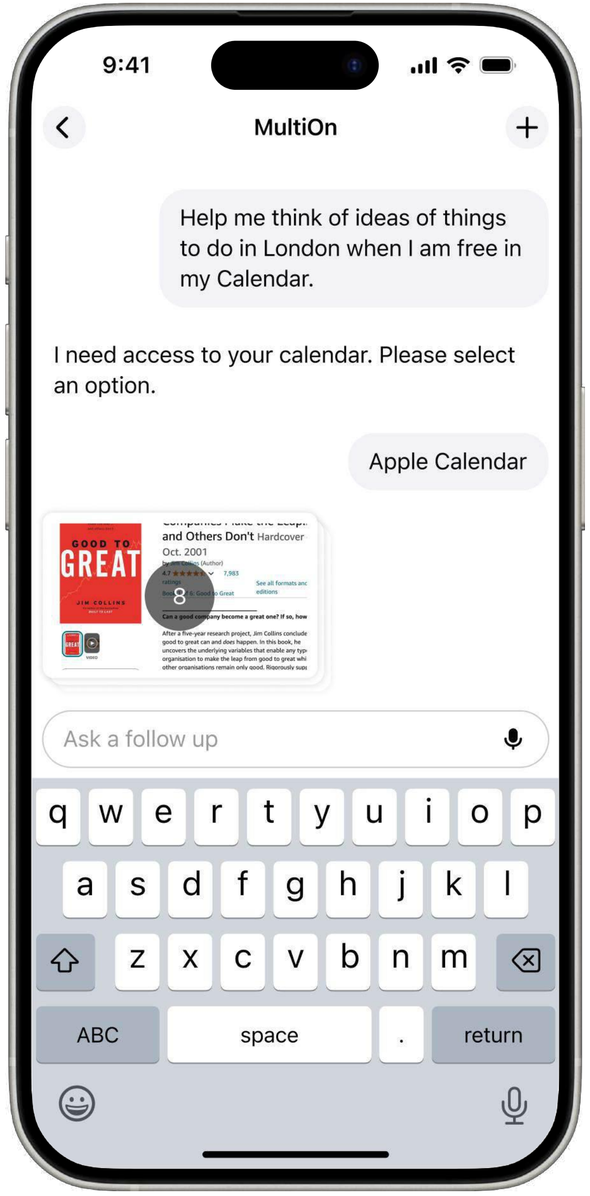
Settings
26/100 Points Used
Buy more Points
Edit Avatar
ACCOUNT
Email
hello@oykun.com
Full name
Oykun Yilmaz
Subscription
Free Plan
Restore purchases
APP
Language
English
Voice Preference
Option 1
Haptic Feedback


9:41
MultiOn
Help me think of ideas of things to do in London when I am free in my Calendar.
I need access to your calendar. Please select an option.
Apple Calendar
GOOD TO GREAT
and Others Don't Hardcover
Oct. 2001
Ask a follow up
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
ABC
space
.
return

multion.ai

MultiOn Your Personal AI Assistant

Good evening, Oykun

TRIP SUGGESTION

Help me think of ideas of things to do in NYC when I am free.

SHOPPING SUGGESTION

Buy the book Zero to One in my Amazon Cart and deliver to my Home.

BOOKING SUGGESTION

Reserve a table at Fogo Chao in SF for 2 people for tonight.

Your sessions

Today

Order me the Meditations book from Amazon

Help me think of ideas of things to do in NYC when I am free.

Reserve a table at Fogo Chao in SF for 2 people for tonight.

Ask me to do anything

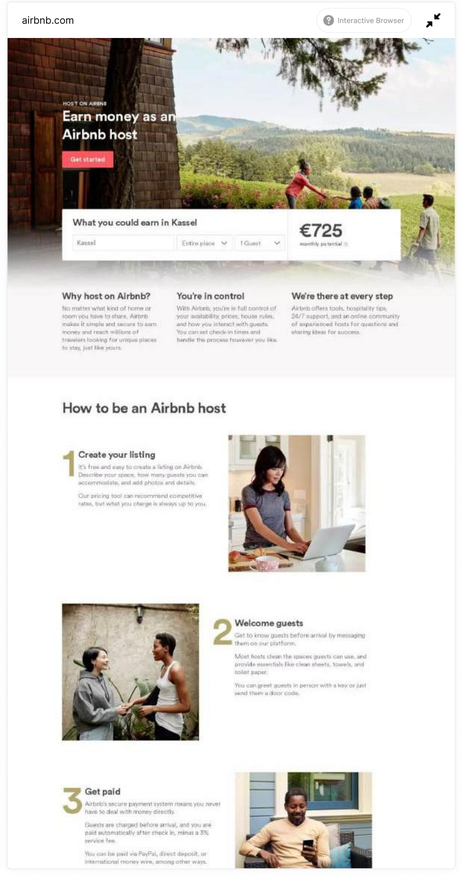
MultiOn is in alpha and some cases may not work as intended.

multion.ai

Hey MultiOn, I want to find summer housing near Palo Alto

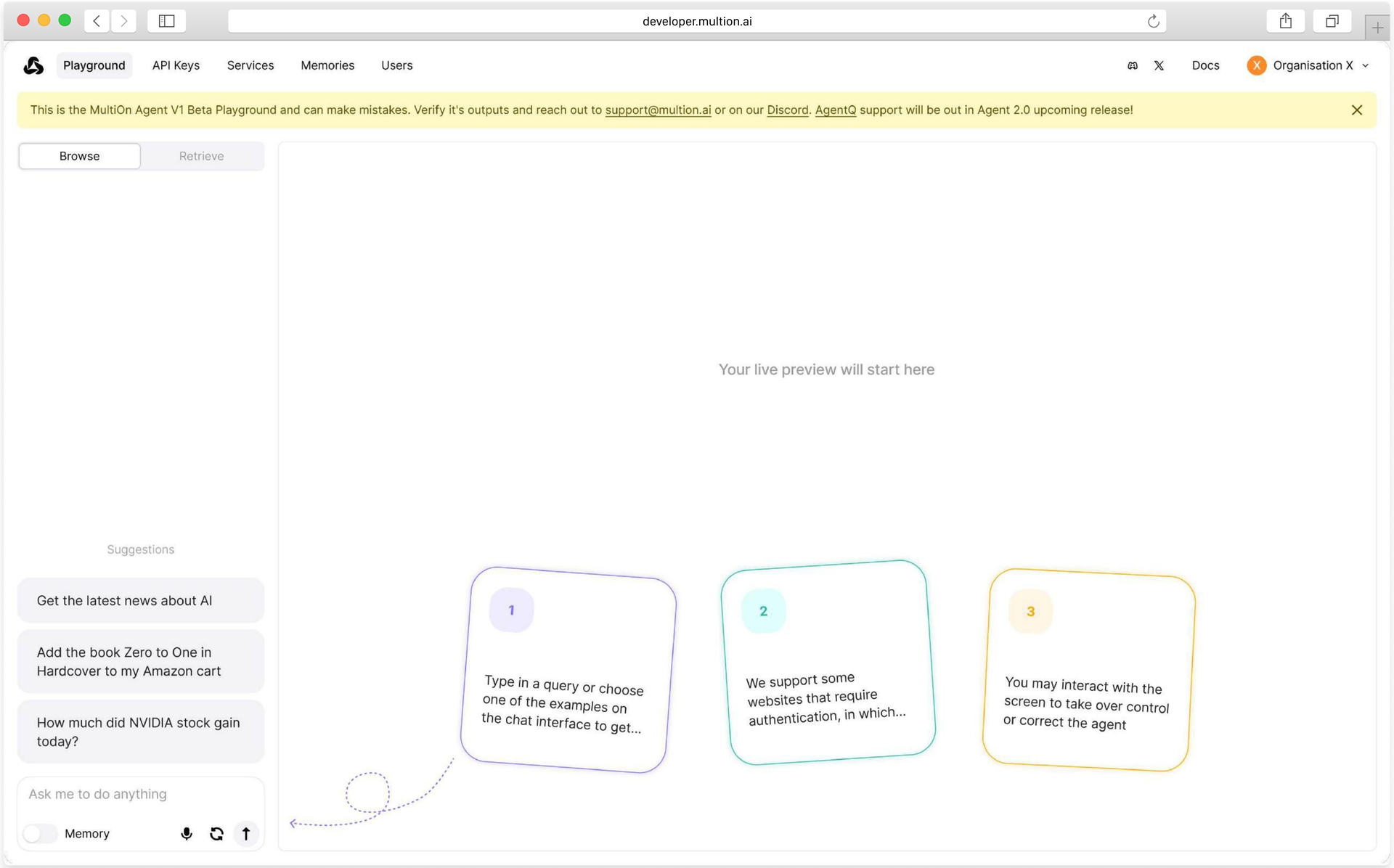
Sure thing! i can help you research summer housing places on these websites, reach out to all of them, and log them in a spreadsheet. do you have preferences for price?

MultiOn is currently paused. When you're finished using the browser, click the 'Play' button to resume.



MultiOn is paused. You can still ask a follow up.

MultiOn is in alpha and some cases may not work as intended.


developer.multion.ai
Playground
API Keys
Services
Memories
Users
Docs
Organisation X
This is the MultiOn Agent V1 Beta Playground and can make mistakes. Verify it's outputs and reach out to support@multion.ai or on our Discord. AgentQ support will be out in Agent 2.0 upcoming release!
Browse
Retrieve
Your live preview will start here
Suggestions
Get the latest news about AI
Add the book Zero to One in Hardcover to my Amazon cart
How much did NVIDIA stock gain today?
Ask me to do anything
Memory
1
Type in a query or choose one of the examples on the chat interface to get...
2
We support some websites that require authentication, in which...
3
You may interact with the screen to take over control or correct the agent

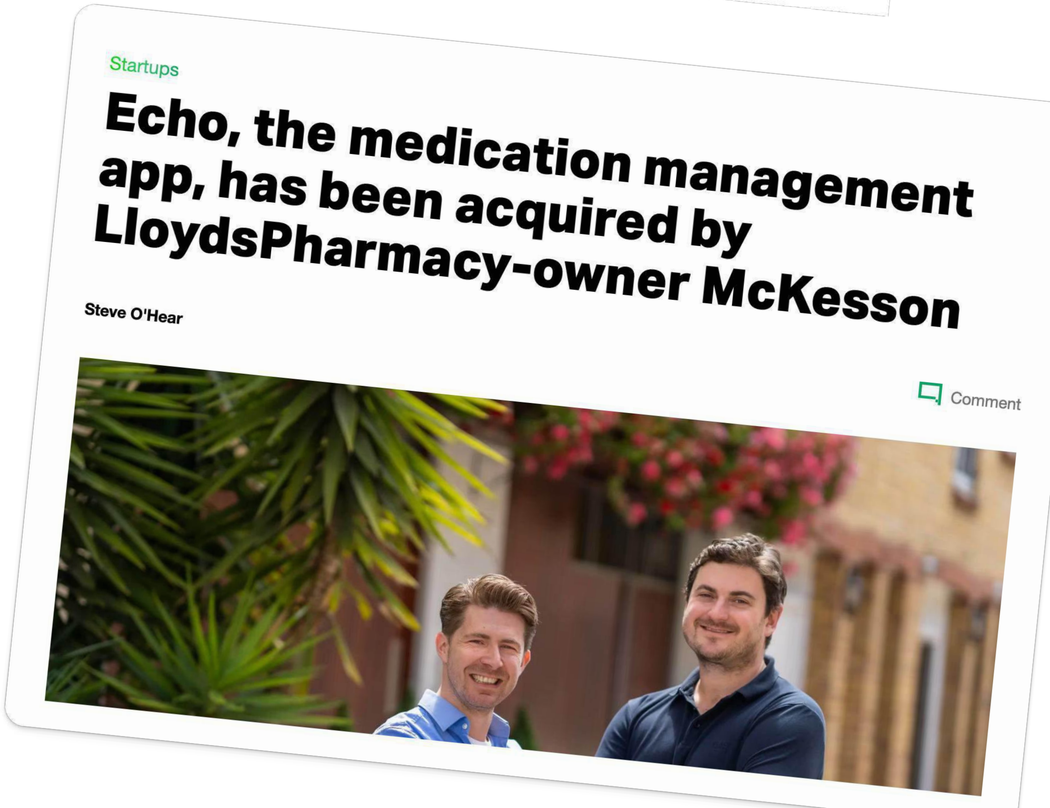
Echo

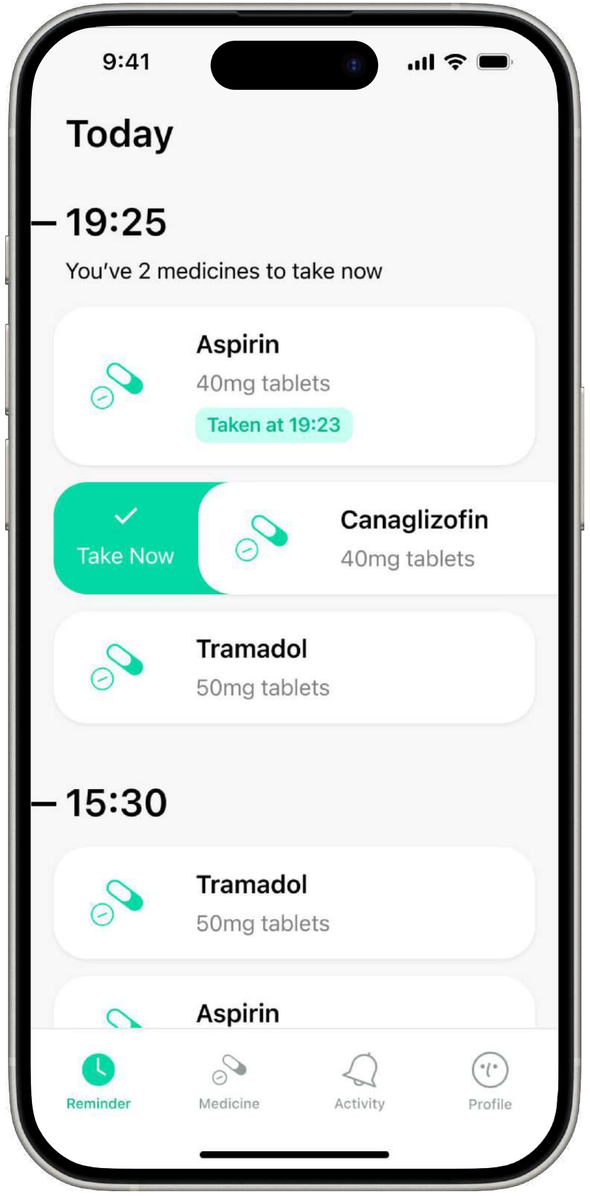
Simple, free service that delivers your medicine to your door and reminds you when to take it

Design scope:

- iOS App
- Web App for consumers
- Web App for pharmacies

As the sole, founding creative and strategic partner, I guided Echo from a concept to a profitable product, which earned recognition from multiple organisations and was ultimately acquired by the largest pharmacy in the UK.

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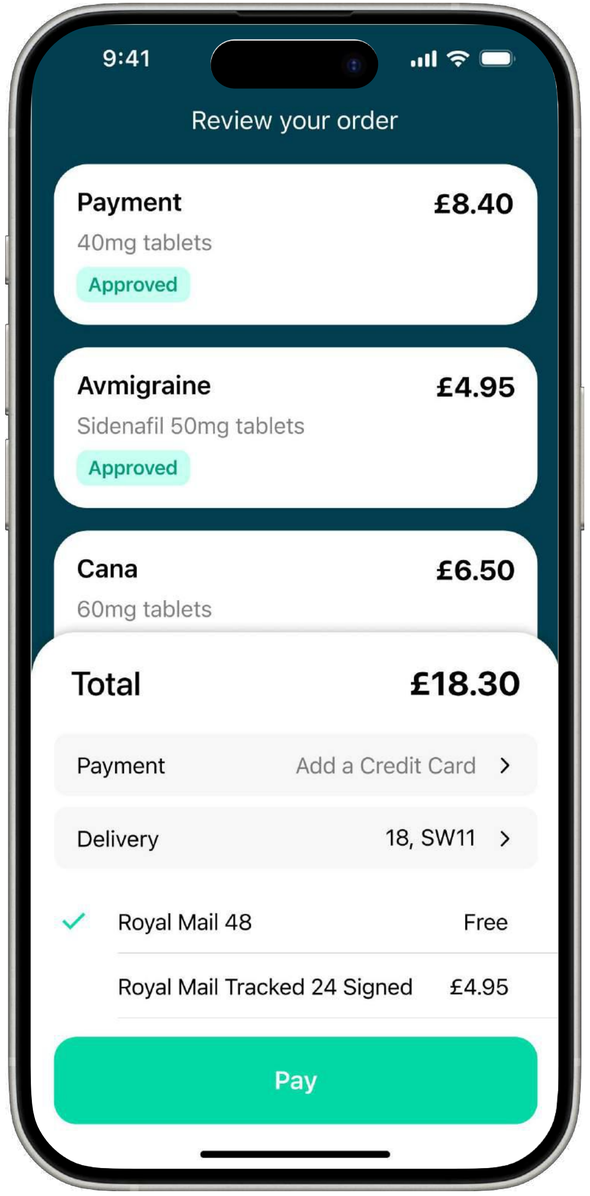
Today
19:25
You've 2 medicines to take now
Aspirin
40mg tablets
Taken at 19:23
Take Now
Canaglizofin
40mg tablets
Tramadol
50mg tablets
15:30
Tramadol
50mg tablets
Aspirin
Reminder
Medicine
Activity
Profile


9:41
Review your order
Payment
£8.40
40mg tablets
Approved
Avmigraine
£4.95
Sidenafil 50mg tablets
Approved
Cana
£6.50
60mg tablets
Total
£18.30
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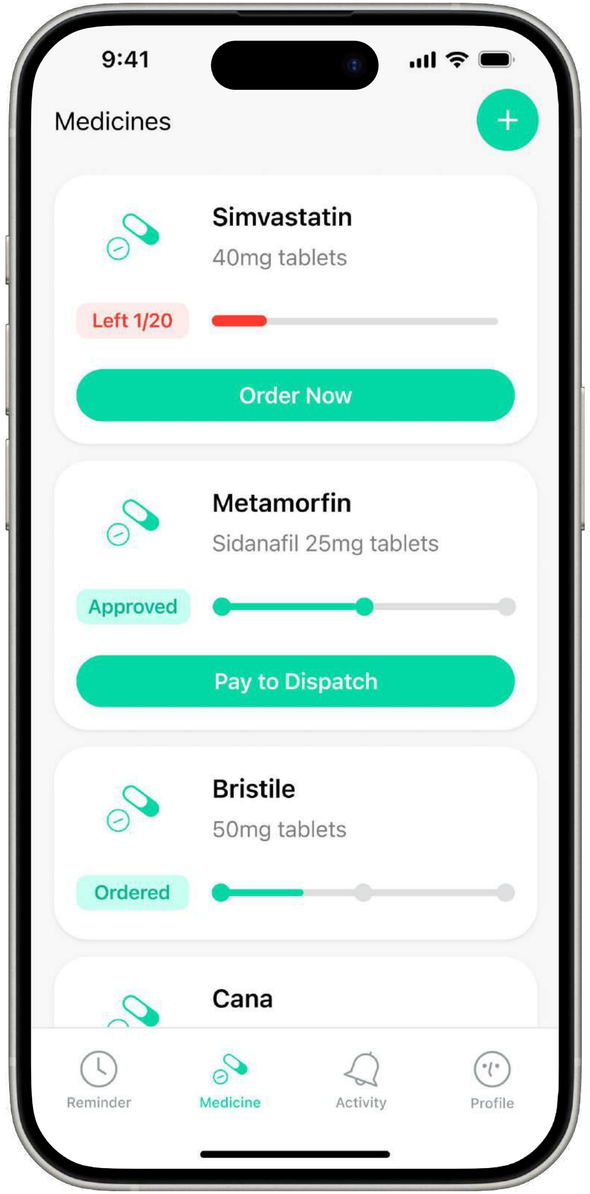
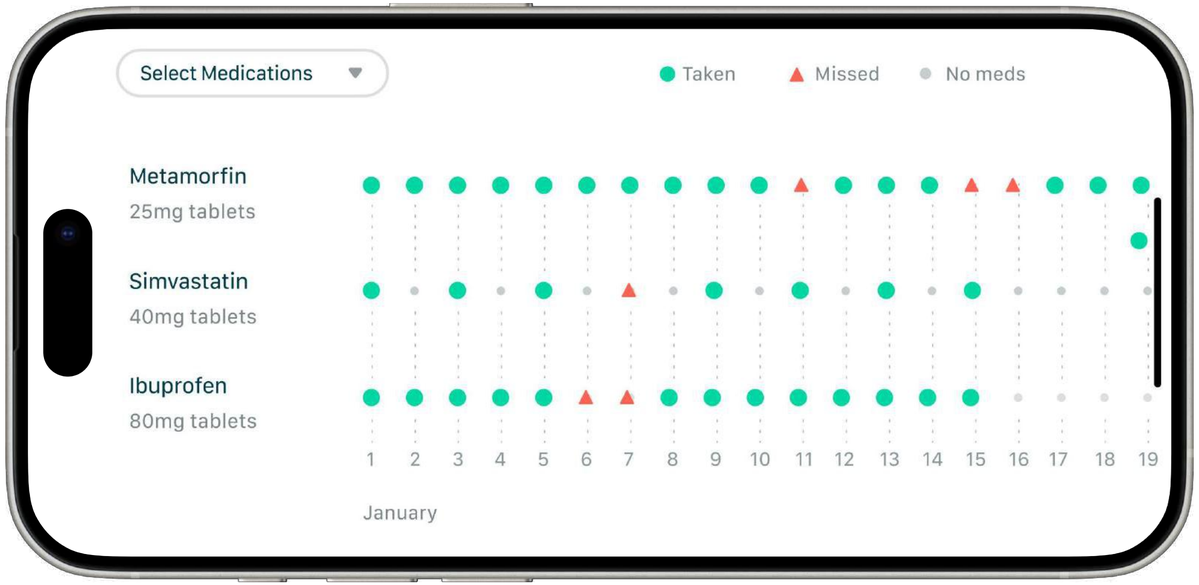
Add a Credit Card
Delivery
18, SW11
Royal Mail 48
Free
Royal Mail Tracked 24 Signed
£4.95
Pay


9:41
Medicines
Simvastatin
40mg tablets
Left 1/20
Order Now
Metamorfin
Sidanafil 25mg tablets
Approved
Pay to Dispatch
Bristile
50mg tablets
Ordered
Cana
Reminder
Medicine
Activity
Profile


Select Medications
Taken
Missed
No meds
Metamorfin
25mg tablets
Simvastatin
40mg tablets
Ibuprofen
80mg tablets
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19
January

THANK YOU

World-Class Design made affordable with our simple monthly pricing

$4,950/mo

Reserve your spot

To ensure top quality work and focus, we limit projects to

5 spots at a time

hey@crucial.design

Book a discovery call