



Designing for turbulent times ahead.

AI-native product and brand design, from strategy through build.

Raft is a California-based design studio working across the U.S. and Japan. We combine senior design judgment with AI-native workflows to move faster without separating strategy, design, and execution.

01 What we do

Brand + Systems

Positioning, identity, art direction, and scalable brand systems.

Product + Platforms

Websites, apps, UX, platforms, and design systems built for adoption and scale.

AI Product Design

Agentic experiences, conversational interfaces, and AI products designed around trust and usefulness.

Global + Japan

Bilingual brand and product design for companies working across U.S. and Japanese markets.

02 How Raft works

Strategy

Clarify the problem, audience, product logic, and point of view.

Design + Prototype

Move quickly from ideas to testable product and brand experiences.

Build

Use modern AI-native tools to take the work into functioning software and production-ready systems.

03 AI-ready design systems

One system for people, product, and AI.

Raft structures brand rules, design tokens, components, templates, voice, and DESIGN.md so teams and AI tools can work from the same source of truth. Create faster without losing consistency.

→ raftdesign.studio/design-system.html

04 Selected work

LEGALON

Global brand and product platform for an expanding AI business.

Adobe

0-to-1 product design, extensibility, and design systems.

Walmart ✱

AI-first commerce, multimodal shopping, and large-scale product experience.

MÖDERE

Global-to-Japan ecommerce and localized brand experience.

05 Founder

Lance Shields — Founder & Head of Design

20+ years across product, brand, startups, agency, and enterprise work in the U.S. and Japan. Former design leader at Adobe and Walmart. Every Raft engagement is led directly from strategy through execution.

06 Ways to work with Raft

Studio Projects

Focused brand, product, and digital engagements.

Fractional Design Leadership

Senior design direction without a full-time executive hire.

30-Day Design Foundation

For funded startups whose design has not caught up with their growth.

AI-Native Design Transformation

Tools, workflows, systems, and team enablement for AI-assisted design.

Ready to move at *Raft* speed?

In a 20-minute conversation, we'll look at where Raft could have the most impact across your product, brand, or design organization.

bit.ly/book-raft / raftdesign.studio / hello@raftdesign.studio

