

Claire Xue

Strategic Partnerships Lead, Magnific

Claire Xue builds the ecosystem around Magnific. AI model providers, research labs, enterprise partners, creative collaborators — she identifies the right relationships, structures them, and turns them into real growth. Co-launches, market expansion, product adoption that sticks. A partnership that generates a press release but nothing else isn't a partnership.

She started in art direction, styling, and product photography. That grounding in taste and image-making never left. Over time, her work shifted toward generative AI — through creative strategy, community building, and education — helping creatives and companies adopt new tools in ways that were useful, not performative. That combination of aesthetic judgment and ecosystem thinking is what she brings to Magnific.

Her conviction: better models don't automatically produce better creative work. The real edge comes from taste, judgment, and the thoughtful use of the tools. AI raises the ceiling. It doesn't replace creative direction.

Outside work, Claire writes *The AI Stuff Creators and Artists Should Know* — a newsletter that breaks down tools, shifts, and questions that matter to the creative community. Practical over hype, every time.

"AI can raise the ceiling. But the person who knows what to build there still matters most"

— Claire Xue, Strategic Partnerships Lead, Magnific