Design by Intelligence

A Guide on Building AI Products like a Designer.

Contents

Preface

Who is this book for?

This guide is for you whether you're a product designer exploring AI tools for the first time, an interaction designer trying to streamline your workflow, or even a curious creative who keeps hearing about Midjourney, ChatGPT, and Figma AI in every design newsletter but hasn't quite figured out how to bring it all together.

Well, that's not all, it's also for design students, content creators, marketers, and product thinkers who want to understand how AI is transforming the design space, not in a distant, sci-fi kind of way, but right now, in the apps and workflows you already use daily. It's for all those who ever:

- Wondered how some designers seem to generate branding mockups in seconds,
- Felt overwhelmed by the pace of new AI tools being released every week,
- Wanted to automate repetitive design tasks (without losing your creative spark),
- Or just needed a place to start...

We won't be diving too deep into code or complex algorithms (unless you want to later!). Instead, I'm going to focus on helping you build an intelligent, human-first design mindset (one where AI becomes a collaborative tool, not a threat or replacement.)

So whether you identify as a designer, creative technologist, or just a lifelong learner who believes in staying one step ahead, this is your creative launchpad.

While AI can generate logos, layouts, and interfaces at lightning speed, that doesn't make it design. Design is still, at its heart, a deeply human craft. It's about empathy, storytelling, emotion, and intention. It doesn't replace the designer; it evolves the designer.

That's why this moment in time is so exciting. For the first time, we can focus more on what to design and why, while AI handles a lot of the how.

Why AI + Design matters in 2025

Designers often assume that using AI will automatically place them in the "future-ready" category, and I'll be honest, to some extent, that's true. A 2024 survey by Adobe found that over **72% of creative professionals already use AI in some part of their workflow**, with speed and automation being the top two benefits. But speed alone isn't the endgame.

In reality, your earning power as a designer in this new era still hinges on three things: how fast you deliver, how much your work is worth, and how well you price it. That hasn't changed. What has changed is the market. Full-time roles are shrinking, and **freelance job postings in design rose 37% in 2024 as companies began favoring flexible, project-based models powered by AI-enhanced output**. Many firms are quietly betting that with enough AI automation, they can reduce hiring altogether.

The Rise of AI in Design

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1.1 What is AI Design?

Firstly we need to understand that AI Design isn't just using ChatGPT to write your UX copy or having Midjourney spit out a mood board. It's a deeper integration of artificial intelligence into the way we **think, create, & solve problems** as designers.

At its core, AI Design is about leveraging machine learning, generative algorithms, and automation to augment the creative process. Think of it as co-creating with a machine that can rapidly iterate, analyze, and offer suggestions but still needs human direction to make anything meaningful.

An AI tool can suggest a design. But you still decide what aligns with the brand voice, what feels emotionally right, and what solves the user's problem. This blend of logic and intuition is what makes AI-enhanced designers so powerful.

1.2 The Evolution of AI in Creative Workflows

Let's rewind a bit.
In 2018, AI in design felt like a novelty. Auto-layout tools, basic color palette suggestions, and maybe a logo generator that looked like clip art. Fast forward to 2025, and it's a different universe.

Tools like Figma AI, RunwayML, Framer's AI builder, and Adobe Firefly are reshaping the entire flow, from ideation to prototyping, testing, and delivery. You can prompt a webpage layout in seconds, generate dozens of visual concepts instantly, or even A/B test CTAs using AI-generated heatmaps.

Here's how workflows are changing:
- **Ideation**: AI generates mood boards, brand tone frameworks, and even audience insights using tools like Notion AI, ChatGPT, and Jasper.
- **Wireframing**: Tools like Galileo and Uizard convert plain English prompts into editable wireframes or app screens.
- **Prototyping**: Figma's plugins now offer AI-driven layout suggestions, component creation, and copywriting.
- **Visual Design**: Midjourney, DALL·E, and Firefly allow hyper-fast concept visualization, helping speed up client approvals.
- **Testing**: Eye-tracking AI tools like Attention Insight predict where users will look—before your design is even coded.

The modern designer are building systems, setting rules, and training AI to match their taste and standards.

1.3 Key AI Trends Impacting Design (2025 Edition)

Let's break down a few major trends shaping AI in design this year:

1. Prompt-Led Design Is Becoming a Skill

Prompt writing is now a design discipline in itself. Designers fluent in writing precise, context-rich prompts are able to generate much better results—whether it's a product UI or an illustration style.

Tip: Learn how to write modular prompts. The more structured your input, the more relevant your AI output.

2. From UI Designers to UX Systems Thinkers

As AI handles more of the UI grunt work, companies are hiring designers for higher-level thinking: customer journey mapping, service design, emotion-led flows. The shift is from "how it looks" to "how it works and feels."

3. Hyper-Personalization with AI

Brands are using AI to tailor user experiences at scale. Designers now create modular components that change dynamically based on user behavior—essentially designing systems, not just screens.

4. Real-Time Collaboration with AI Co-Pilots

Whether you're brainstorming UX flows in FigJam or writing case studies, AI is now your co-creator. Some tools even "watch" you work and suggest optimizations live—cutting hours of trial and error.

5. AI Ethics & Ownership Are Big Conversations

With all this automation comes a wave of questions: Who owns AI-generated content? Can designers legally use assets generated by models trained on others' work? In 2025, understanding ethical use is just as important as being able to generate flashy visuals.

Coming to the conclusion Iwebelieve, the designers who win in this landscape will be the ones who know how to ask better questions, build systems that evolve, and use AI to amplify their human creativity.

Building Your AI Design Stack

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The truth is, you don't need to learn everything. You just need to know the right tools and how they work together, to create your AI design ecosystem. In 2025, your tech stack is your competitive edge.

According to a Design Census 2024 report by AIGA and Google, over 68% of professional designers say they use at least three AI-powered tools in their workflow every week. That number is expected to rise to 80% by end of 2025. The days of doing it all manually are over.

Core Layers of the AI Design Stack
Let's break it down into five essential layers—each solving a key piece of the design process:

2.1 Ideation & Brainstorming Tools

These are the tools that help you move from a blank page to early-stage concepts—fast.

Top Tools:
- **ChatGPT + DALL·E (OpenAI)** – For creative brainstorming, moodboard concepts, storytelling, and visual prompts.
- **Notion AI** – Turns briefs into structured ideas, insights, or user personas instantly.
- **Jasper** – Great for content ideation, tone setting, and brand messaging drafts.

Structure your inputs like briefs. "Design a minimalist app homepage for a mindfulness app targeting Gen Z" gives you far better results than "Create a landing page."

2.2 Wireframing & Prototyping Tools

No more dragging boxes. These tools turn prompts into interactive wireframes and UI flows within seconds.

Top Tools:
- **Galileo AI** – Converts natural language prompts into editable Figma-style UI.
- **Uizard** – Turns text into wireframes and wireframes into MVP screens with responsive designs.
- **Framer AI** – Generate entire landing pages (including copy, design, and layout) by describing them in a few sentences.
- **Figma Make and Figma Sites** - Make and create new prototypes directly from Figma

Designers using AI wireframing tools **report a 35–50% reduction in time-to-first-prototype**, according to a 2025 survey by UX Tools.

2.3 Visual Design & Image Generation

Need a hero banner, moodboard, or custom graphic? These tools let you generate, remix, or enhance visuals without needing a full-time illustrator.

Top Tools:
- **Midjourney** – Ideal for conceptual art, brand moodboards, and high-detail mockups.
- **Adobe Firefly** – Perfect for generating editable, commercial-safe assets directly within Photoshop and Illustrator.
- **Runway ML** – Real-time video generation and image editing that's making waves in motion design and campaign visuals.

Over 60% of creative agencies in 2025 use generative image tools to create moodboards, iterate faster, and cut visual production costs by 30%, based on a HubSpot Creative Survey.

2.4 AI Copywriting & UX Writing

Words matter and these tools help you write faster, smarter, and in brand tone.

Top Tools:
- **Writer.com** – AI trained on your brand voice and style guides, used for enterprise-level UX writing.
- **Copy.ai / Jasper** – For quick variations of CTAs, onboarding copy, or error messages.
- **Figma AI Copywriting Plugins** – Auto-suggests button labels, microcopy, and onboarding flows.

Copy AI isn't about eliminating writers. Think of it like sketching in words.

2.5 Testing, Optimization & AI Feedback

These tools simulate user behavior or help optimize design decisions before your design goes live.

Top Tools:
- **Attention Insight** – Predicts visual attention on your designs using eye-tracking heatmaps.
- **VWO / Maze AI** – AI-powered A/B testing and user insight tools that help validate your choices early.
- **Humane AI** – An emerging tool that gives emotional impact scores for colors, layouts, and typography.

A/B testing powered by AI increases conversion optimization speed by 40% and reduces cost by 25%, according to Convert.com's 2025 data analysis.

2.6 Putting it altogether

Putting It All Together
An AI design stack is only powerful if it's connected.

Here's a simple stack flow:
Notion AI (Briefing) → ChatGPT (Concept Refinement) → Galileo (Wireframes) → Midjourney (Visual Concepts) → Figma (Final UI) → Attention Insight (Heatmaps) → Maze (Validation)

To make it easier, we've made a Notion "AI Design Stack Checklist – 2025 Edition" for you.

Chapter 3
Designing with AI — New Mindsets & Practices

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3.1 The Designer's Role Is Changing (Fast)

Not long ago, designers were valued for their mastery of tools, visual flair, and ability to "solve problems beautifully." That's still true but the skillset has expanded. In 2025, the best designers aren't just pushing pixels; they're curating, prompting, evaluating, and co-creating with intelligent systems.

Using AI doesn't make you any less of a designer, it just changes where your value lies. Your ability to ask the right questions, guide generative tools, and bring human judgment to machine-made outputs is now a key differentiator.

Here's the mindset shift in one line:

"You're no longer just the one creating — you're the one choosing, refining, and orchestrating."

3.2 Adopting an AI-First Creative Process

To really design with AI, not just use it occasionally, you need to build workflows where AI tools are part of your core creative cycle, not an afterthought.

Here are a few real practices worth adopting:
- **Prompt First, Polish Later**: Start with AI drafts—whether it's a layout, copy block, or color scheme—then apply your unique touch.
- **Build a Prompt Library**: Keep a Notion doc or Figma file with your best prompts for wireframes, personas, or even client presentations. These save time and teach you patterns.
- **Critique as a Skill**: Learn how to assess AI-generated content quickly. What makes a layout feel "off"? Where does it break user flow? This evaluative lens is a designer's new superpower.
- **Collaborate Across Tools**: Use Figma with ChatGPT, link Midjourney visuals into moodboards, and combine Framer with Notion AI notes. Fluidity across platforms is key.

3.3 How This Affects Your Design Career

Designers who learn to work with AI instead of against it will have a major edge in the job market.

- In a 2024 survey by Adobe, 73% of creative professionals said they were already using AI tools in their daily work.
- Job listings on platforms like Dribbble, Behance, and LinkedIn are increasingly asking for "AI fluency" or experience with tools like Midjourney, DALL·E, and ChatGPT.
- Design teams at companies like Canva, Framer, and Shopify have begun hiring AI-native designers—creatives who can move fast, prompt effectively, and evaluate intelligently.

3.4 Redefining Your Design Process (Mini Checklist)

Want to start building an AI-augmented mindset today? Ask yourself:

1. Am I using AI in my initial ideation process?
2. Do I review AI output critically or just take it as-is?
3. Have I built a workflow around prompt iteration and refinement?
4. Do I understand the limits and biases of the tools I use?
5. Am I keeping my design decisions user-centered, even when AI offers shortcuts?

Now since we've understood this, next up, I'll move into practical frameworks with the next chapter to help you craft better AI inputs and get outputs that feel human-centered, intentional, and on-brand.

Prompt Engineering for Designers

4

Unlocking Better Outcomes from AI Tools

If you've ever felt frustrated by an AI-generated layout, image, or text that "just doesn't feel right," you're not alone. The issue isn't always the AI tool but it's usually the prompt.
In 2025, prompt engineering is a must-have skill for designers. It's the bridge between human intent and machine execution. And the good news? It's learnable.

4.1 What Is Prompt Engineering?

Prompt engineering is the art of crafting structured, clear instructions for AI tools. Designers already know how to brief other humans (clients, developers, illustrators).

Prompting is similar. The only difference is that your "collaborator" here is an AI that takes everything literally so vagueness can break your output.

4.2 The Prompt Formula (for Designers)

Most effective prompts follow this structure:

[Context] + [Task] + [Format] + [Tone] + [Constraints]

Let's apply this to a few real examples:

- **For UI Generation (Galileo AI or Figma Plugins):**

"Design a mobile screen for a habit tracking app targeting Gen Z users, with a minimal and playful tone. Use a white background, bright accent colors, and avoid dense text."

- **For UX Copy (ChatGPT or Jasper):**

"Write 3 onboarding screen messages for a budgeting app for freelancers, tone should be friendly and slightly witty. Keep each line under 20 words."

- **For Visual Concepts (Midjourney or Firefly):**

"Create a surrealist-style hero image showing a woman walking on clouds while holding a digital clock, in pastel colors, soft lighting, cinematic depth of field."

4.3 Prompts That Go Beyond the Visual

Prompting isn't just for visuals. You can use it to:
- Create personas
  "Create a persona for a 26-year-old startup founder in Berlin building a personal finance app."
- Generate user research summaries
  "Summarize 5 user interviews about struggles with calendar apps. Focus on friction points."
- Draft product strategy outlines
  "Create a product strategy for launching a design system for a mental wellness platform."

4.4 Bookmarkable Designer Prompts

Here are a few useful plug-and-play templates:

Task	Prompt
User Persona	"Create a persona for [target audience] with goals, frustrations, and preferred tools."
UI Flow	"Design a 3-screen UI flow for [product] that [goal], keeping the style [adjective]."
Brand Voice	"Write 5 brand slogans for [brand] in a [tone] voice, under 10 words each."
Moodboard	"List visual elements for a moodboard inspired by [theme or brand], with [tone or era] aesthetics."

Start your own Notion or FigJam doc to track:
- Best prompts that worked for you
- Failed prompts and what you learned
- Side-by-side outputs with prompt variations
- Industry-specific prompt templates

This becomes your personal AI design system, tailored to your tone, niche, and brand goals.

Collaborating with AI as a Creative Partner

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How to Build a Workflow with AI as Your Co-Creator

Most designers are using AI as a tool. The great ones treat it like a creative partner, something closer to a junior designer that never gets tired, can generate hundreds of ideas, and helps you think faster.
This chapter is about moving beyond "click-and-done" AI use into ongoing, collaborative creation where the loop between you and the model becomes a powerful engine for design

5.1 The Feedback Loop: Human + AI

Design is never a one-shot activity, and neither is AI use. The magic happens in the loop:

Prompt → AI Output → Human Evaluation → Refined Prompt → Better Output → Final Direction

Just like working with a junior designer, the first draft is rarely the final. You critique, adjust, guide, and improve. That's the collaboration model of the future.

5.2 Think of AI Like a Brainstorm Partner

Here's how AI fits into the creative phases of a typical design project:

Design phase	AI Can Help With
Discovery	Synthesizing user interviews, generating user personas, identifying trends.
Ideation	Brainstorming concepts, moodboards, value propositions
Sketching	UI flows, layout drafts, design variations
Prototyping	Low-fidelity screens, UX writing, content population
Validation	Survey generation, test scenario ideas, critique simulation

Real Designer Collaboration Use Cases

1. AI for Brainstorming Concepts
You: "Generate 10 app ideas for Gen Z productivity."
AI: Rapid fire list of unexpected, niche ideas you hadn't considered.

2. AI for UI Direction
You: "Sketch 3 layout options for a landing page for a sustainable coffee brand."
AI (via Galileo or Figma AI): Delivers diverse directions that help you move faster than staring at a blank canvas.

3. AI for User Testing Simulations
You: "Act as a user who just landed on this page—what do you think is confusing?"
AI: Provides insight into usability flaws before you even launch tests.

5.3 Trust, But Verify

AI can hallucinate. It can be confidently wrong. That's why your job isn't just to use it, it's to curate it.

Ask yourself:
- Does this reflect real user behavior?
- Is this aligned with the brand's tone or ethics?
- Would I present this to a client or team without edits?

You're the editor-in-chief of your AI-enhanced workflow. That responsibility stays human.
Up next, I'll break down how AI is shaping the future job market for designers and how to stay competitive, relevant, and in demand.

The New Career Landscape for AI Designers

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Staying Relevant, Valuable, and Ahead in 2025 (and Beyond)

Design careers are evolving faster than ever, and AI is a big reason why. While some fear that AI is "replacing" designers, the truth is more nuanced and more exciting. This chapter unpacks the shifts happening in the job market and how to position yourself for success.

6.1 How AI Impacts Designer Salaries

There's a myth that AI will lower the value of designers. The truth? It's polarizing.
- **Commodity designers** (those only executing tasks) may face rate cuts.
- **Strategic designers** using AI to scale their thinking, vision, and output can charge more, not less.

A 2025 survey by Dribbble shows that designers with strong AI workflows earn 26% more on average than those without.

6.2 Your Career Advice: How to Stay Ahead

1. Learn to Think in Systems, Not Screens
   Don't just make pretty pages. Design scalable, intelligent workflows.

2. Build a Personal AI Stack
   Have go-to tools for ideation, prototyping, storytelling, and productivity.

3. Document Your Process
   Share your prompt experiments, wins, and case studies. Employers love this.

4. Be the 'AI Evangelist' on Your Team
   Help others learn. Run workshops. Build internal playbooks.
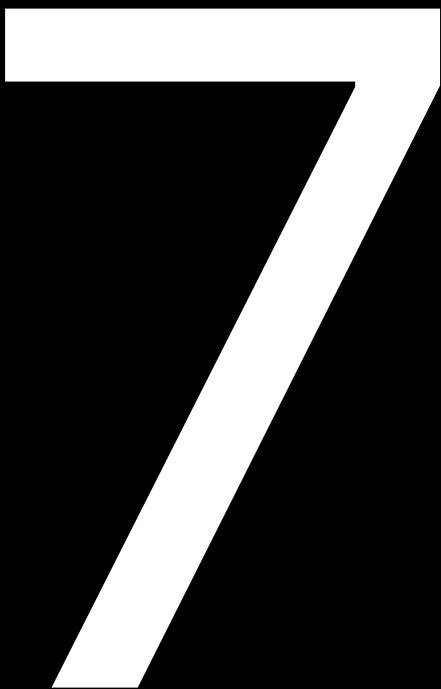
5. Position Yourself as a Problem-Solver, Not a Pixel-Pusher
   Talk about the business value of what you do, not just the interface.

So now in our next (and final) chapter, I'll bring it all together with an actionable roadmap to build your career and mindset for this new era.

Your AI Designer
Roadmap

7

A Step-by-Step Plan to Thrive in the Future of Design

If you've made it this far, you already understand that the future of design isn't about resisting AI but it's about embracing it with intention, creativity, and clarity. This chapter is your guide to taking everything you've learned and turning it into a personal roadmap.

No fluff. Just clear, actionable steps you can start today.

7.1 The 5-Phase Roadmap to Becoming an AI-First Designer

Phase 1: Awareness & Mindset Shift
- Understand what AI can and cannot do
- Replace fear with curiosity
- Learn the why behind using AI: speed, scale, and storytelling
- Follow leading AI + design thinkers (LinkedIn, newsletters, YouTube)

Phase 2: Tool Exploration
- Pick 3 tools to experiment with (ChatGPT, Midjourney, Galileo AI, etc.)
- Practice 1 new prompt per day for 7 days
- Join a design community or Slack group focused on AI
- Follow tutorials and share your results on socials

Don't obsess over finding "the perfect stack." Just start using what's available. Consistency beats complexity.

Phase 3: Skill Building
- Improve your prompt writing (keep a personal prompt library).
- Build mini-projects: landing pages, brand kits, product mockups
- Learn how to critique and refine AI output
- Document your process (Notion, Behance, LinkedIn)

Your portfolio should showcase thinking, not just polished screens. Employers want to see your *process and strategy*.

Phase 4: Real-World Integration
- Use AI in client or team projects (even small parts count)
- Run workshops or tutorials to teach others
- Write case studies on how AI saved time or improved outcomes
- Track what worked and what didn't (refine your playbook)

This is where you shift from "experimenting" to operating like a future-forward designer.

Phase 5: Positioning & Growth

- Update your resume + LinkedIn with AI-specific capabilities
- Identify 5 dream companies hiring AI-savvy designers
- Send 3 cold emails with links to your AI-enhanced work
- Start a mini content series (e.g., "AI x UI" tips weekly)

Add a Notion "AI Design Tracker" to log projects, tools, and skills. This turns into a portfolio in itself.

7.2 30-Day Challenge: From Theory to Practice

Here's your challenge. Starting Day 1 after this book:

- **Week 1**: Try 3 new AI tools, write 3 prompts daily
- **Week 2**: Create and share 1 mini-project (brand design, site, concept)
- **Week 3**: Apply AI to a real-world problem or redesign
- **Week 4:** Publish 1 detailed case study or tutorial

This momentum will help you stand out from the noise and more importantly, prove to yourself how quickly you can level up.

Quick Tips, Prompts & Templates

8
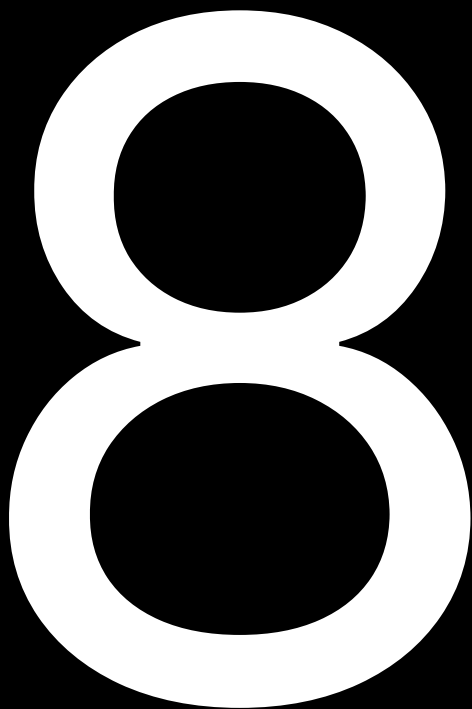
Your Rapid Fire Toolkit to Start Designing Smarter with AI

We've covered the mindset, the roadmap, the tools, now let's get hands-on. This chapter is your go-to swipe file: tried-and-tested prompts, quick-start templates, and a prompt-to-design cheat sheet you'll actually use.

No more blank screens. Let's go.

8.1 Top 10 AI Prompts Every Designer Should Try

These prompts work across tools like ChatGPT (for UX writing, concepts), Midjourney (for visuals), Galileo AI (for UI layouts), and even Figma Make/Sites.

1. "Generate 5 landing page headline options for a minimalist skincare brand targeting Gen Z."
2. "Create a mobile app UI layout for a personal finance tracker with a playful and clean design."
3. "List UX copy alternatives for a 'Get Started' CTA based on user psychology."
4. "Give me 3 moodboard themes for a vintage-inspired coffee shop website."
5. "Describe a futuristic dashboard UI with a dark mode, holographic elements, and data widgets."
6. "Create a persona for a user who shops sustainable fashion online and loves Instagram reels."
7. "Write onboarding microcopy for a mental health journaling app — tone: friendly, not clinical."
8. "Design 5 icon concepts for a health & wellness app that feels organic and high-tech."
9. "Suggest 3 unique brand voice directions for a new electric bike company."
10. "Create a brand style guide outline for a SaaS product in the productivity space."

Try reusing the same prompt across 2-3 tools and compare outcomes. It's the best way to see how each platform "thinks."

8.2 Pre-Built Templates to Kickstart AI Workflows

These plug-and-play templates can be copied into your tools of choice (Figma, ChatGPT, Midjourney, etc.).

Continue next page.

ChatGPT 4o Prompt Template

```
UI design of a [type of app/website] for [target audience], color
scheme [x], style: [brutalist/minimal/realistic/3D/flat], layout
inspiration from [Dribbble/Behance link or concept], shot in
[isometric/top-view], clean background
```

Example: UI design of a music streaming app for Gen Z, color scheme neon purple and black, style: futuristic minimal, layout inspired by Apple Music, top-view, clean background.

ChatGPT UX Copy Template

```
You are a UX copywriter. Write [X number] of versions of microcopy for
[specific screen/feature] in a [tone: playful, formal, neutral, etc.].
Audience is [user type].
```

Example: Write 5 versions of welcome screen microcopy for a wellness app in a calming and friendly tone. Audience is millennial women.

Figma Make Prompt

```
Design a [interface type] with [feature requirements] for [target
persona]. Use a [style or theme] and keep accessibility in mind. Output
should include [specific components].
```

ExampleDesign a mobile booking app for solo travelers, features include trip planner, local guides, chat. Use a clean minimal aesthetic. Output: navigation bar, cards, modals.

Use case	Tool	Prompt/ Command Example
Brand Moodboard	ChatGPT + Midjourney	"Describe 3 moodboards for an eco-friendly beauty brand" → feed into MJ
Hero Section Text	ChatGPT	"Write a compelling hero tagline for a new AI note-taking app"
Wireframe to UI	Galileo AI	"Create a dashboard layout with filters, graphs, and tabs"
Social Post Designs	Canva AI/ Figma Buzz	"Generate IG carousel template for design tips"
Product Mockups	Uizard	"Prototype a smart home controller app with voice UI"

- Context is king: Include target audience, style, purpose
- Start broad, then refine: Give general direction, then iterate with follow-ups
- Save everything: Build a Notion prompt library categorized by use case
- Blend tools: Use ChatGPT for strategy, Midjourney for visuals, Figma AI to prototype — it's not either/or
- Document the process: Screenshots + prompt = great portfolio material

That's it. You're now officially equipped.

Designers who know how to use AI prompts are 10x faster and often seen as 10x more "strategic." This cheat sheet alone can become your launchpad

Chapter 5

Conclusion

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Final Thoughts: Adapt, Adopt, Advance

Whether you're an emerging designer figuring out how to stay relevant or a seasoned creative trying to level up with smarter workflows, one thing is clear: adaptability is your most powerful design skill. Tools will change, trends will shift, and even your job description might evolve — but your ability to learn and design with clarity, empathy, and strategy will keep you ahead.
So don't just adopt AI. Collaborate with it. Question it. Master it.

Staying Updated: What to Read & Who to Follow
The AI design space is exploding. To stay relevant, you need quality signal over noise. Here's a curated list to stay sharp:

Newsletters
- Dense Discovery — Tech + design curation every week
- The Rundown AI — Quick AI news you can skim daily
- UX Collective Weekly — Case studies and trends in UX
- ADPList Newsletter — More about Design, Salary, Jobs & Frameworks.
- Practical AI by Eluna — AI tools for creatives

Creators to Follow
- Ridd (AI + Design) – Practical workflows for creative tech
- Muzli by InVision – Inspo and trends in design and AI
- Vasjen Katro – AI meets art direction
- Ethan Mollick – AI researcher who breaks things down for creatives

Next Steps in Your AI Design Journey

Here's your quick checklist to build momentum after this ebook:
- Set up your stack (use the Notion checklist!)
- Experiment with one AI-powered project this month
- Document your workflows — great for portfolios or team education
- Join one design+AI community and actively engage
- Create your personal prompt library in Notion or FigJam
- Start a lightweight case study using AI tools and share it on LinkedIn or Dribbble

Parting Words

This mini eBook wasn't just about learning new tools.
It was about learning a new way to think, design, and lead.
You've got what it takes. Now go shape the future.

Sources and references

Sources & References

1. Adobe Creative Professionals Survey 2024 – Adobe's annual industry insights survey revealed that 72% of designers and creatives now incorporate AI tools such as Firefly, Photoshop AI, and generative text/image assistants in their workflows. [Adobe Creative Trends Report, 2024]

2. Freelance Design Economy Report – A report by Upwork & Fiverr Business noted that freelance design job postings increased by 37% year-over-year in 2024, largely due to companies seeking flexible, on-demand talent capable of leveraging AI-powered productivity. [Upwork Freelance Trends, Q4 2024]

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