



Text-to-\_\_\_\_\_.  
What Generative AI Means for Designers

**Intros** 🤝



AI



The Atlantic

Prepare for the Textpocalypse



CNN

AI won an art contest, and artists are furious



npr

'Everybody is cheating': Why this teacher has adopted an open ChatGPT policy



FORTUNE

Microsoft opens its Bing chatbot to basically everyone



# Hard Fork

The New York Times

A Conversation With Bing's Chatbot Left Me Deeply Unsettled



AXIOS

OpenAI CEO in "historic" move calls for regulation before Congress



NEWS

Viral AI-powered Drake and The Weeknd song is removed from streaming services



The New York Times

'The Godfather of A.I.' Leaves Google and Warns of Danger Ahead



CNET

ChatGPT Caused 'Code Red' at Google, Report Says



TheVerge

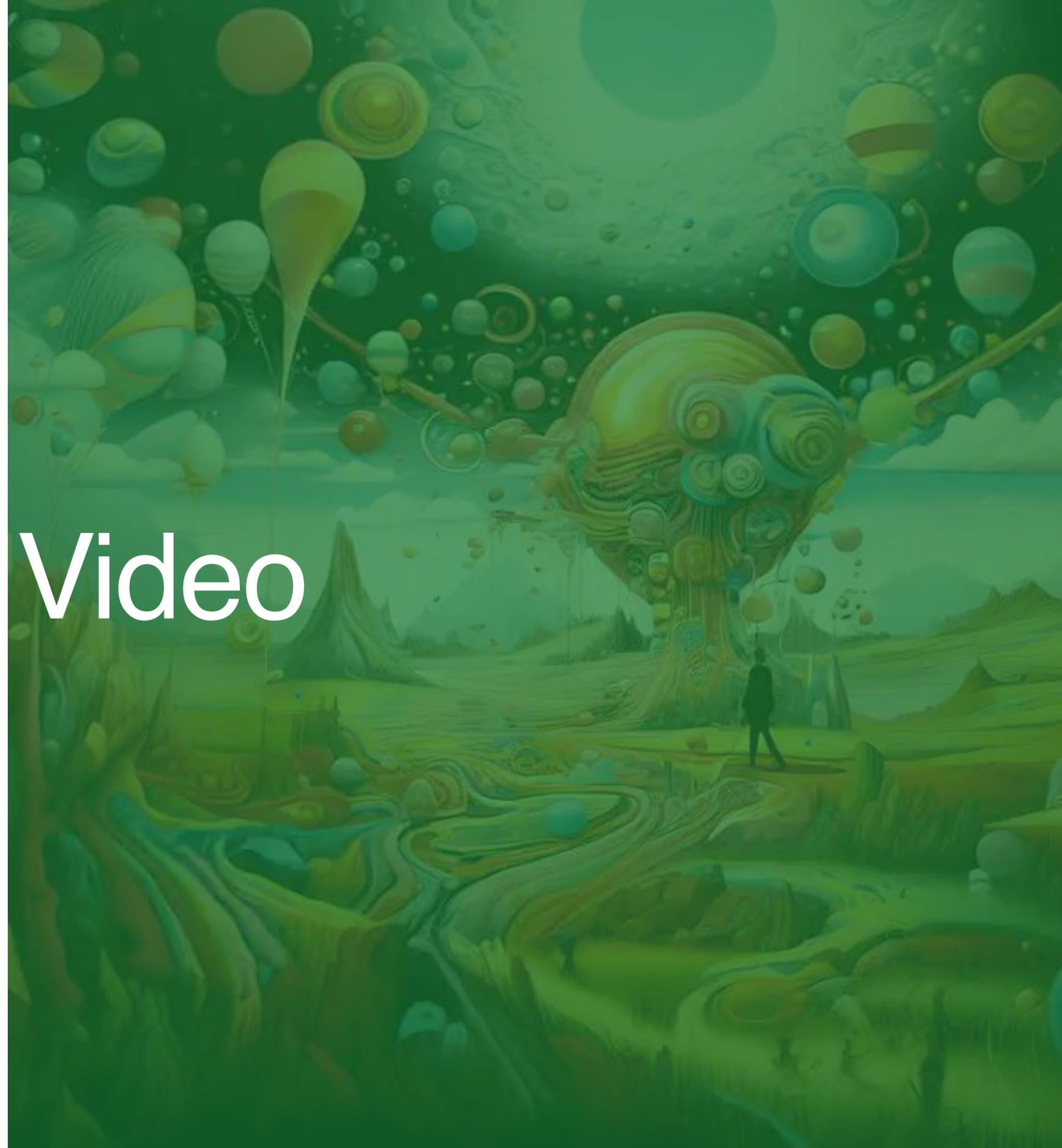
Actors say Hollywood studios want their AI replicas – for free, forever



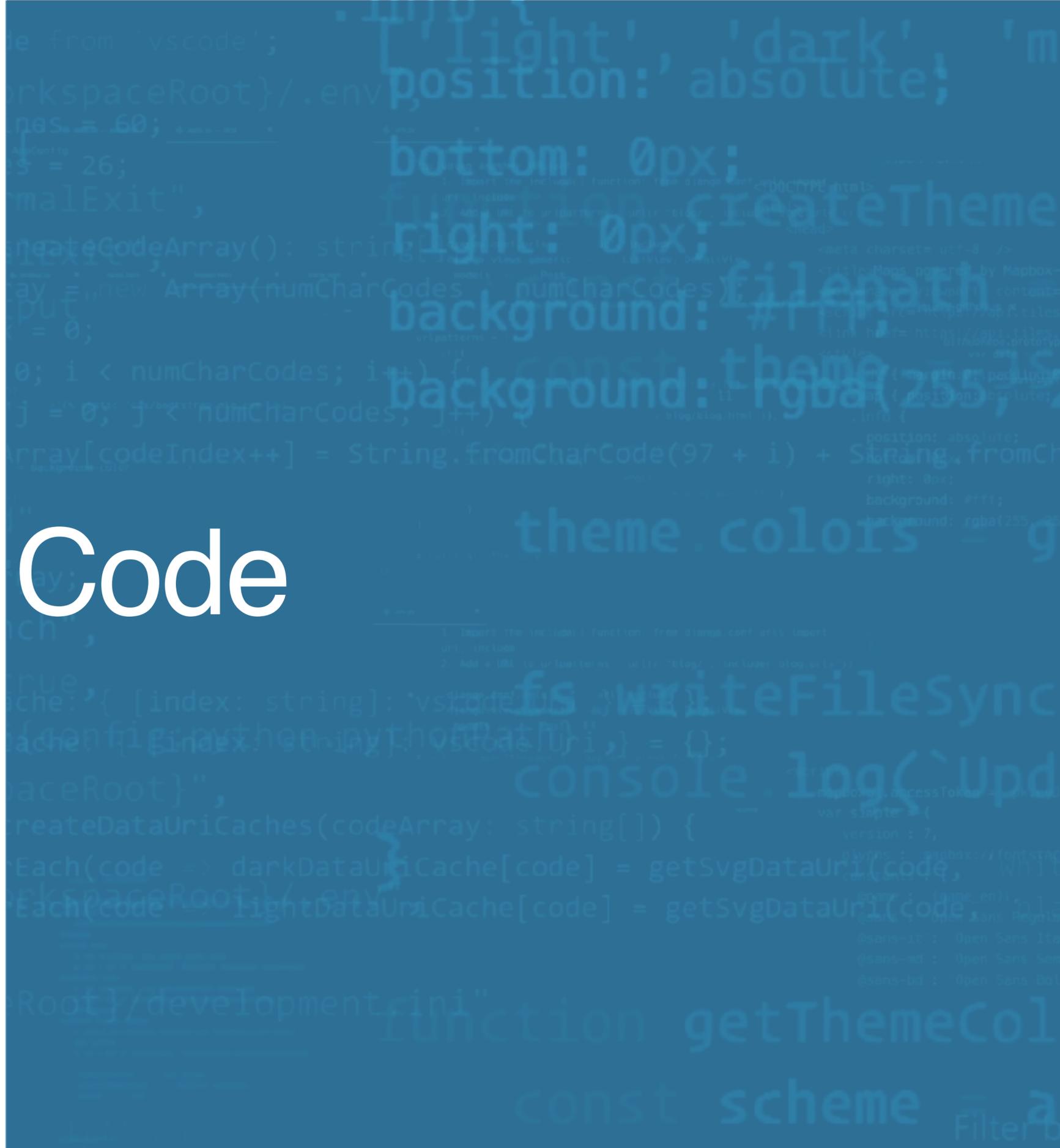
# Text to Image



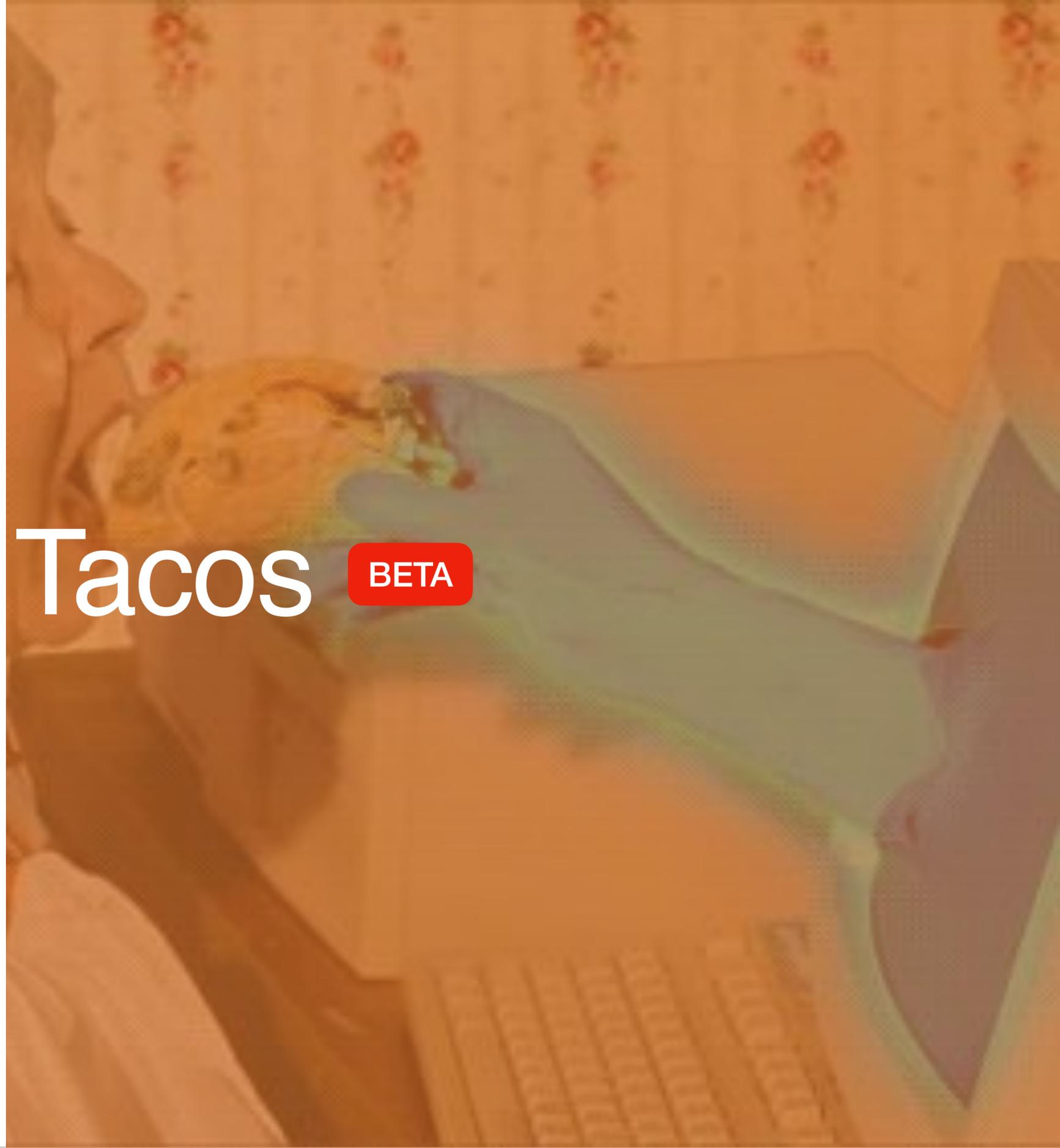
# Text to Video



# Text to Code



# Text to Tacos BETA



# Text to Text



Create an outline for a quarterly business re  
Customer Success

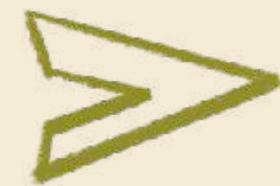


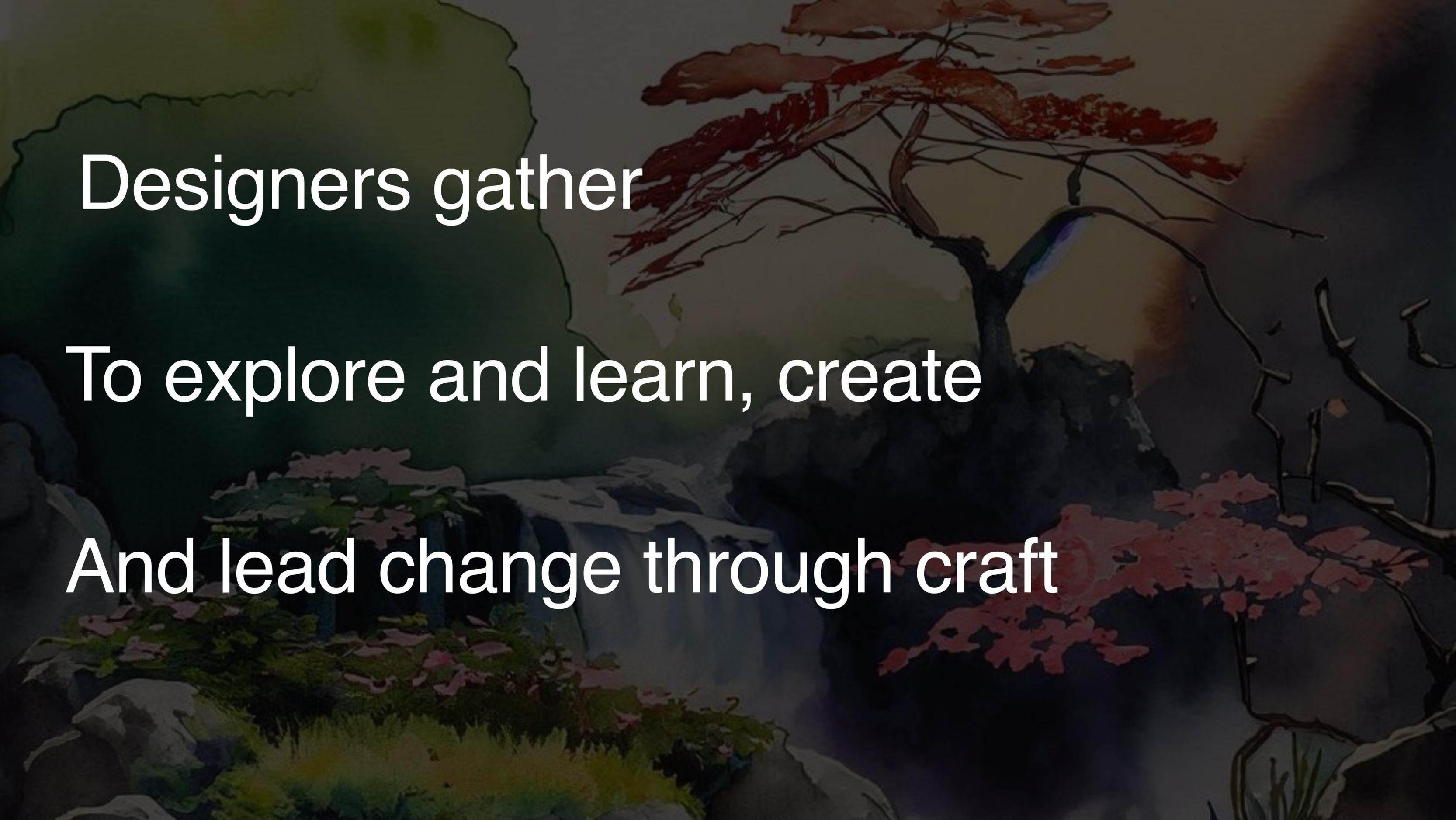
Sure! Here is a suggested outline for a quart  
perspective of Customer Success

Enter a prompt here



Write a haiku about Design  
Matters



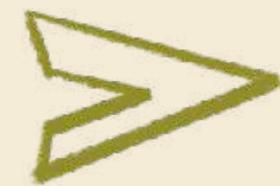
A dark, atmospheric landscape painting. In the foreground, a large tree with reddish-brown leaves stands on the right. To the left, a waterfall cascades down a rocky ledge. The background is a misty, dark landscape with more trees and rocks. The overall mood is somber and contemplative.

Designers gather

To explore and learn, create

And lead change through craft

Create a Netflix horror series  
about Design Matters





**N** SERIES

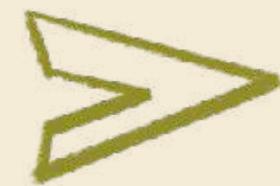
## The Design of Death

What do you do when your creation becomes your nightmare?

When a group of designers discovers a hidden chamber beneath the Design Matters conference center, they find themselves trapped in a twisted labyrinth filled with deadly traps and terrifying secrets.



Create a Danish pastry inspired  
by Design Matters



# Pixel Pie

## Ingredients

- 1 cup (2 sticks) unsalted butter, softened
- 1 cup granulated sugar
- 2 large eggs
- 2 1/4 cups all-purpose flour
- 1 teaspoon baking powder
- 1/2 teaspoon salt
- 1/2 cup milk
- 1/4 cup unsweetened cocoa powder
- 1/4 cup powdered sugar
- 1/4 cup mini chocolate chip

## Instructions

- Preheat oven to 350 degrees F (175 degrees C).
- Cream together the butter and sugar until light and fluffy. Beat in the eggs one at a time, then stir in the flour, baking powder, and salt.
- In a separate bowl, whisk together the milk, cocoa powder, and powdered sugar. Add to the batter and mix until just combined.
- Pour the batter into a greased 9x13 inch baking dish. Sprinkle with mini chocolate chips.
- Bake for 25-30 minutes, or until a toothpick inserted into the center comes out clean.
- Let cool completely before cutting into squares.







Mick's  
current  
mood

Mick's  
current  
mood



since Nov '22

Mick the  
empath

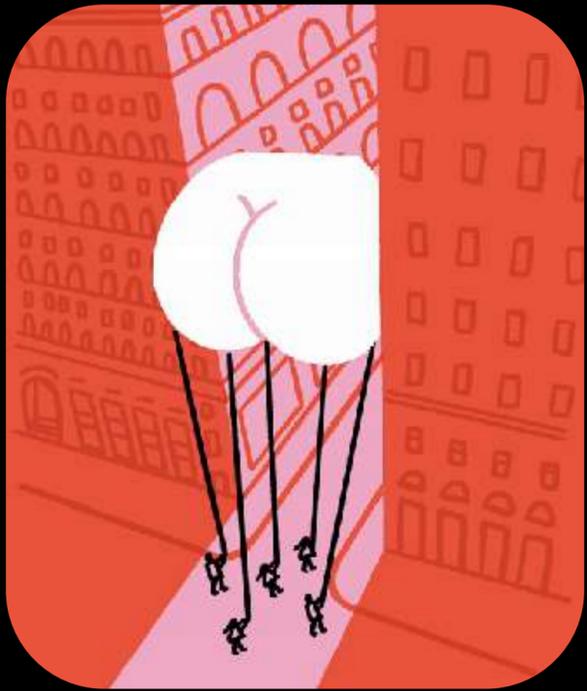
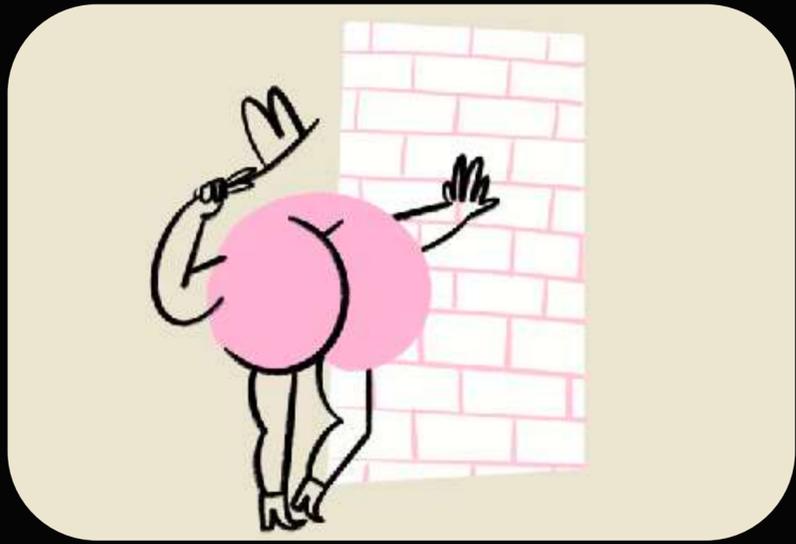


Mick the  
designer



Mick the  
illustrator







**Brandon Smithwick** 🧠 • 2nd [+ Follow](#)

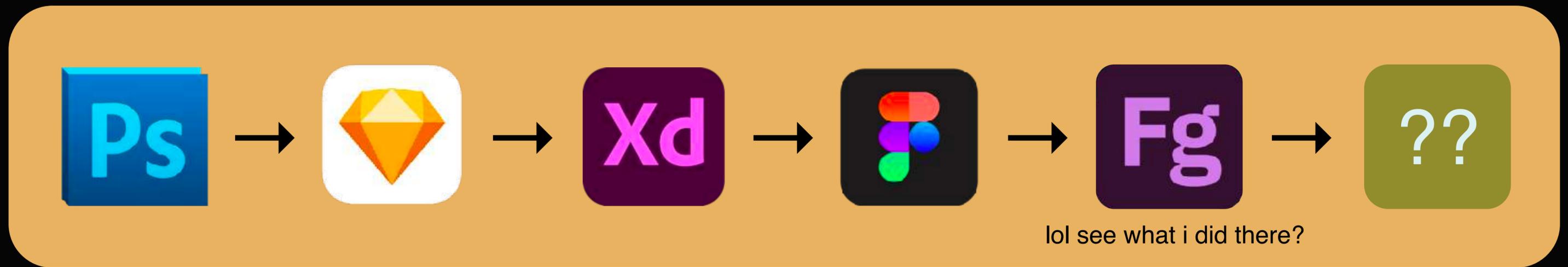
Head of Content @Songfinch | Creator |  
Creative Strategist | Speaker | Prev. @...  
1d • 🌐

POV: It's 2025 and you're watching your company all hands





No stranger to change





What's a little  
information overload?



What's a little **fear-**  
**mongering?**

*The Atlantic*

1 Dec 2022

Your Creativity Won't Save Your Job  
From AI

**Daily Mail**

9 May 2023

AI is coming for your JOB: Bots could  
take 80% of human careers in the 'next  
few years', expert warns

**Money**

2 June 2023

Is AI Coming for Your Job? 65% of  
Workers Are Worried

*The Atlantic*

17 May 2023

Here's How AI Will Come for Your Job

**Daily Mail**

11 Mar 2023

I'm an AI expert – mark my words,  
robots are coming for your jobs RIGHT  
NOW & it's already too late

**INSIDER**

4 June 2023

ChatGPT may be coming for our jobs.  
Here are the 10 roles that AI is most  
likely to replace

**Futurism**

9 May 2023

Strangely-Dressed Expert Warns That AI  
Could Replace 80% of Jobs Soon

**THE  
HILL**

4 Feb 2023

Warn your children: Robots and AI are  
coming for their careers

What's a little **imposter syndrome**?



Jason Allen's *Théâtre D'opéra Spatial* created in Midjourney took first place in the digital category at the Colorado State Fair

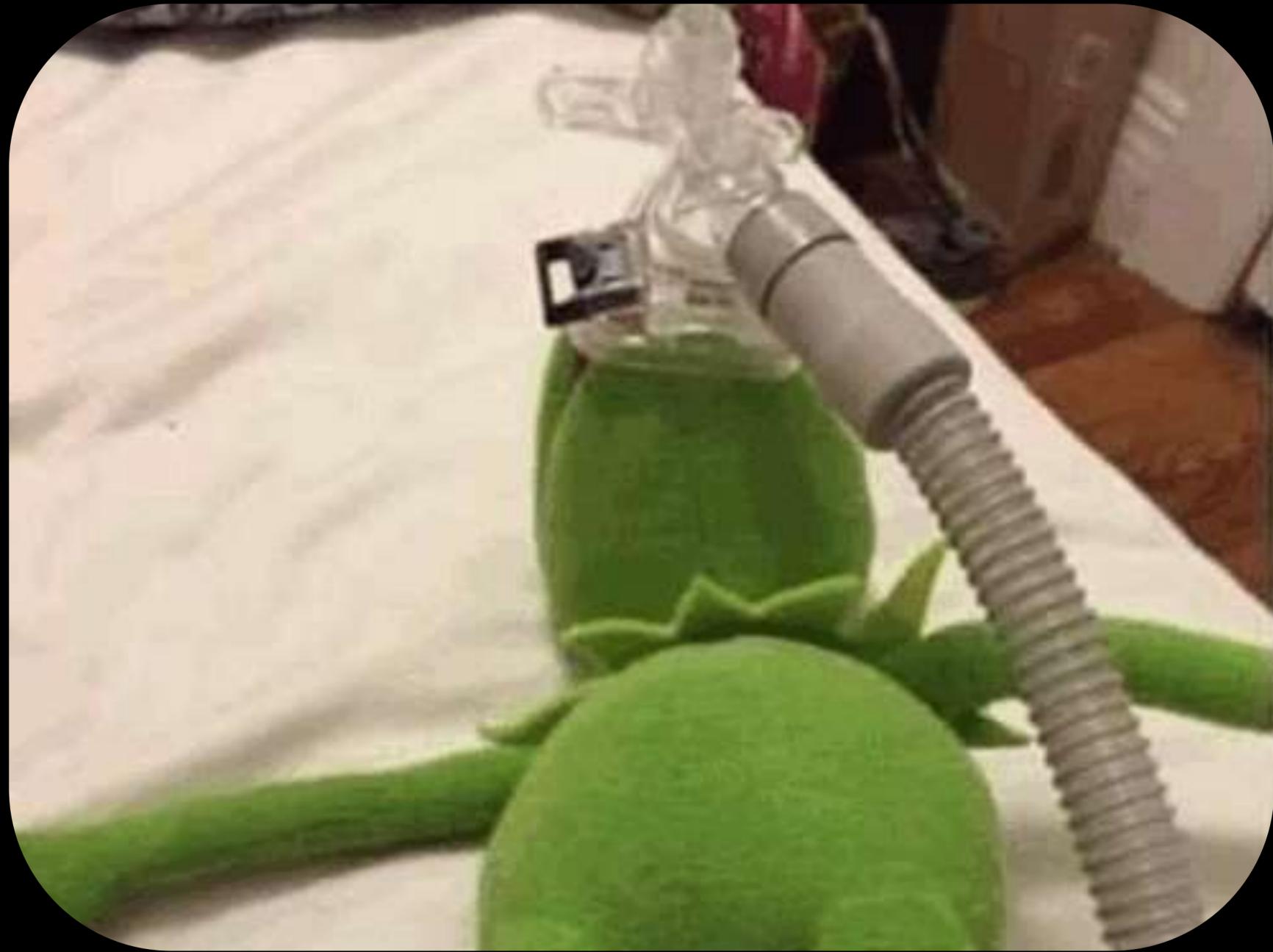
What's a little  
existential crisis?

The New York Times

[Chatbot Prompts to Try](#) [Test A.I.'s Literary Skills](#) [Spot the A.I. Image](#) [What Are the Dangers of A.I.?](#) [How](#)

## ***A.I. Poses 'Risk of Extinction,' Industry Leaders Warn***

Leaders from OpenAI, Google DeepMind, Anthropic and other A.I. labs warn that future systems could be as deadly as pandemics and nuclear weapons.

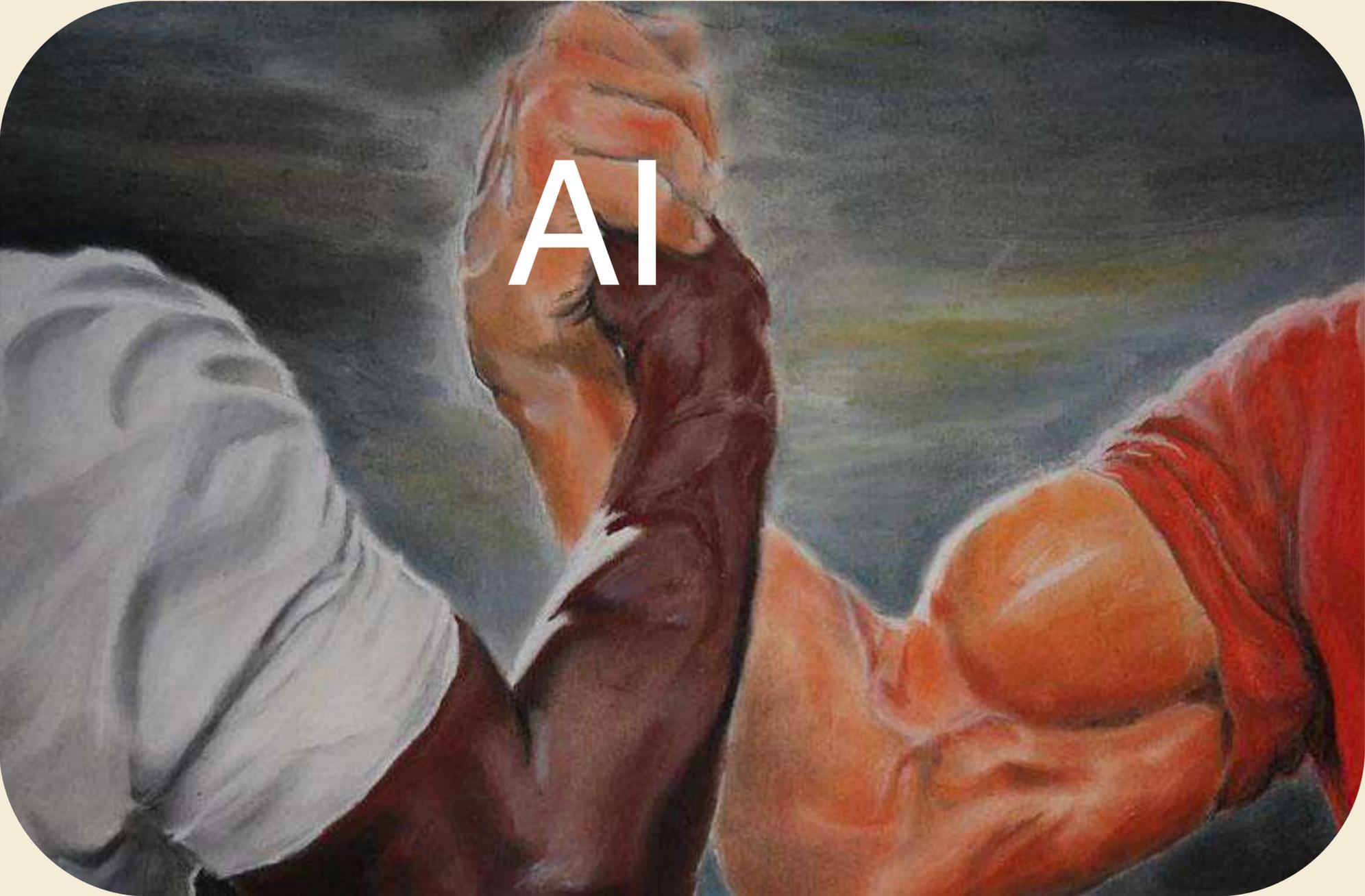


We both agree

GenAI will revolutionize  
the design process.

→ So what can we do now?

The pivot



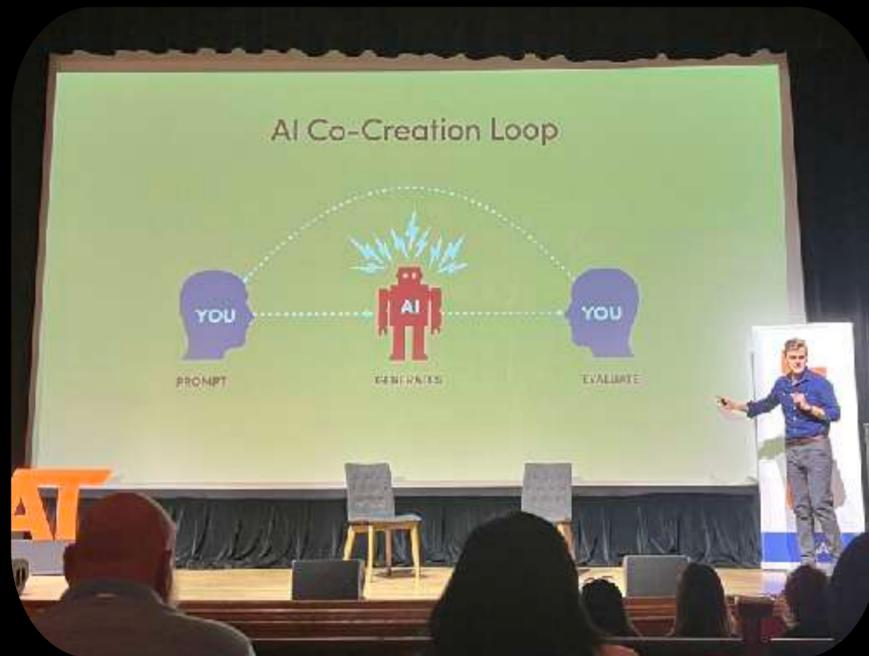
Casey

Mick





A76



### Designing with AI

How might PX use AI in our work and workflows?

**Keenan Wells** Lead Product Designer  
**Casey Hudetz** Product Design Manager

March 2023





1

Explore

2

Mock Up

3

Imagine

# Ex • Mock • Ima



A framework for upskilling your AI literacy,  
competency and confidence

# Ex • Machina

*From the machine*



ex machina



Meanwhile

Mick's in the  
midst of burnout

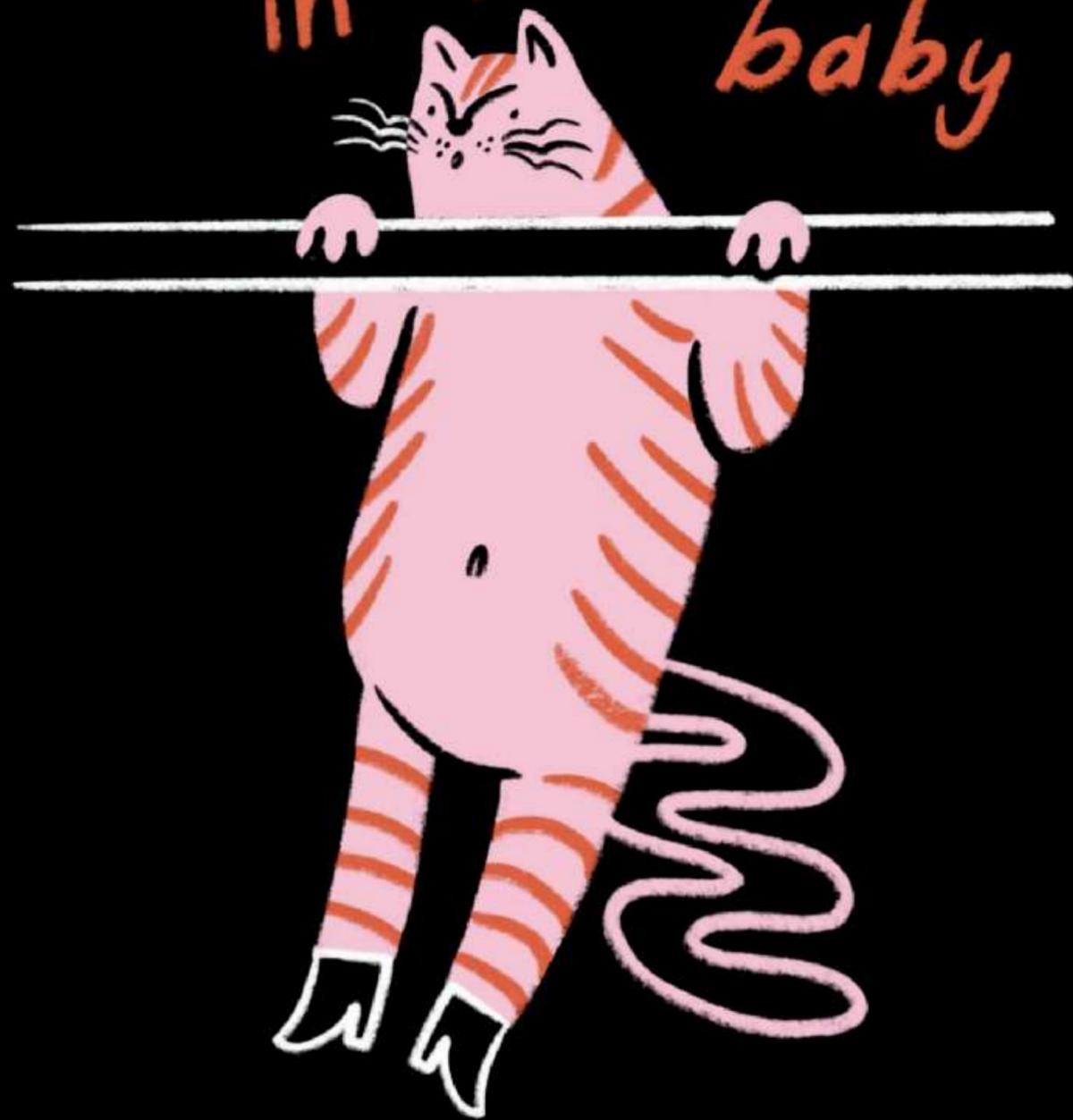


Meanwhile

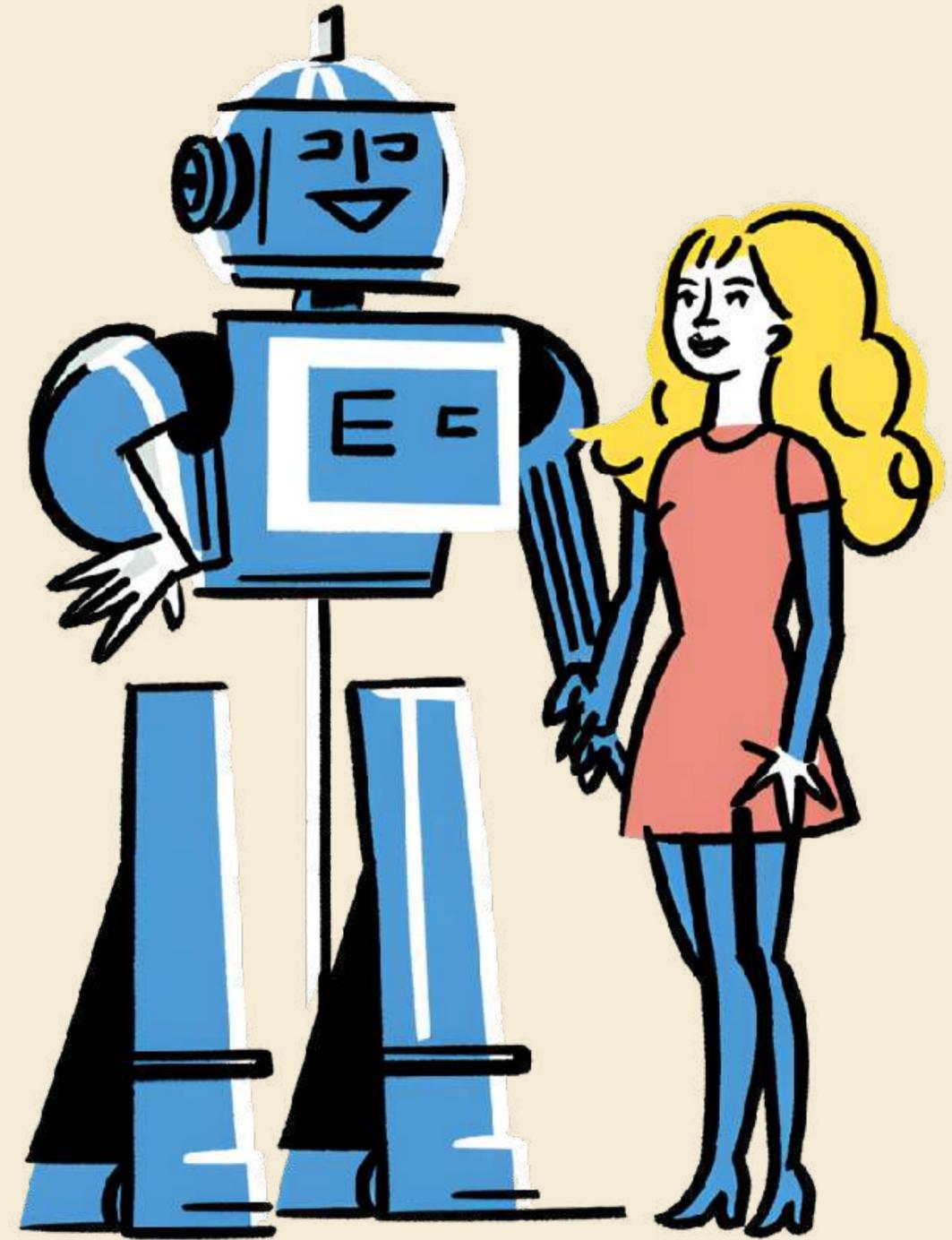
Life, work, the  
world— & yadda  
yadda yadda



HANG  
in THERE,  
baby



You ever think  
about modeling?





Casey

Check this shit out



Casey







I'll get Casey working on building AI models of my drawings so I can just crank 'em out and retire

HA  
HA



Jeff Perkins

JP

Lol

Casey Hudetz

CH

I take a cut of every AI Generated butt illustration in the style of Mick Champayne

1

Explore

→ Focus:  
AI Literacy

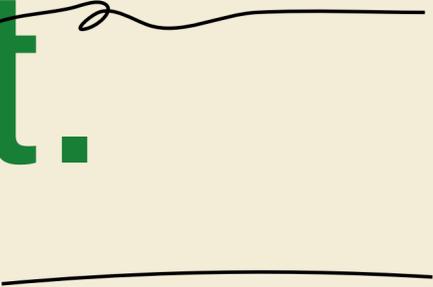
2

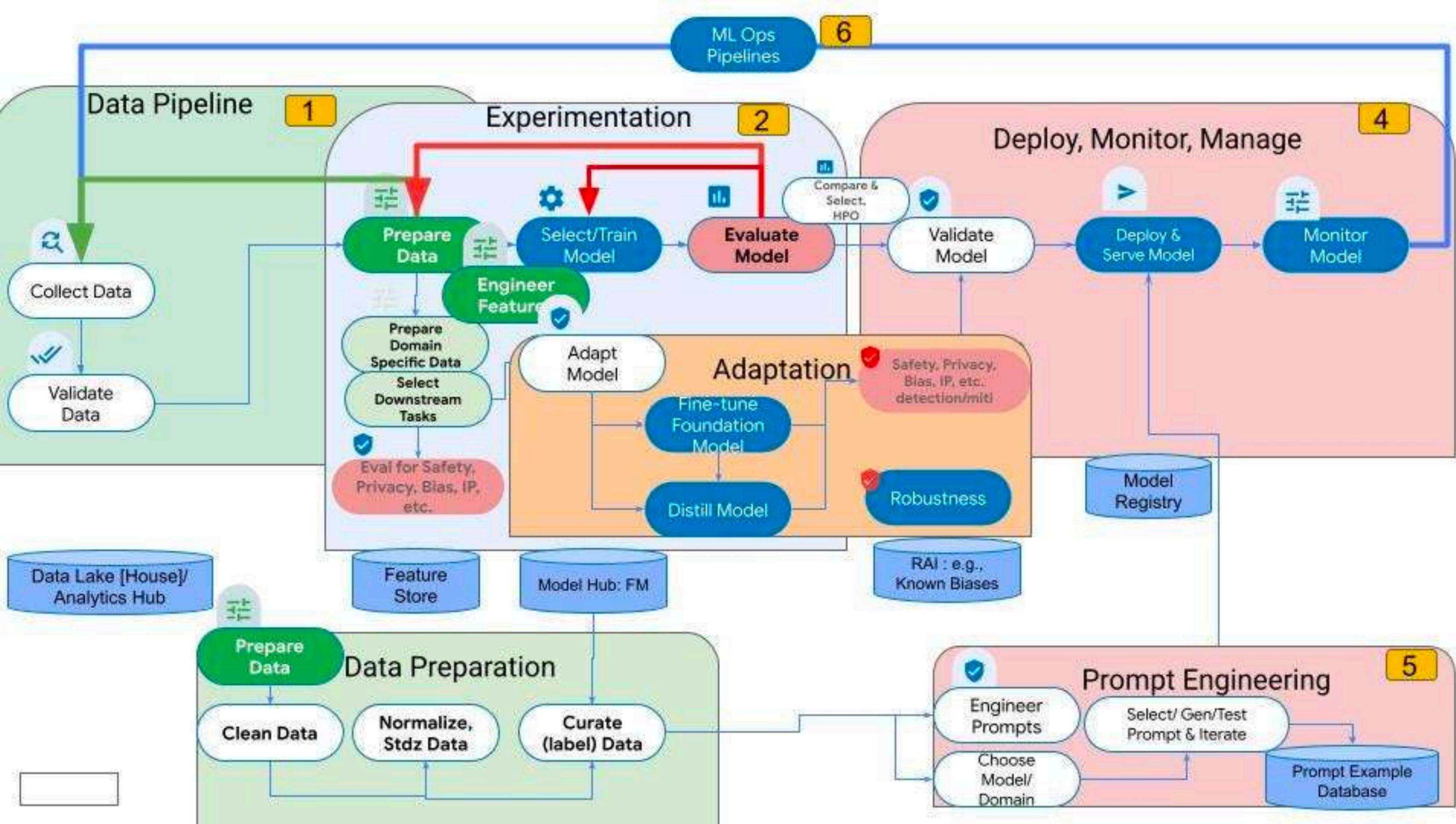
Mock Up

3

Imagine

To start, it's more important  
to understand what GenAI  
can do — not necessarily  
how it does it.

A hand-drawn underline consisting of a wavy line above a straight line, positioned under the end of the main text.



**Text to Image**

Image

**Text to Code**

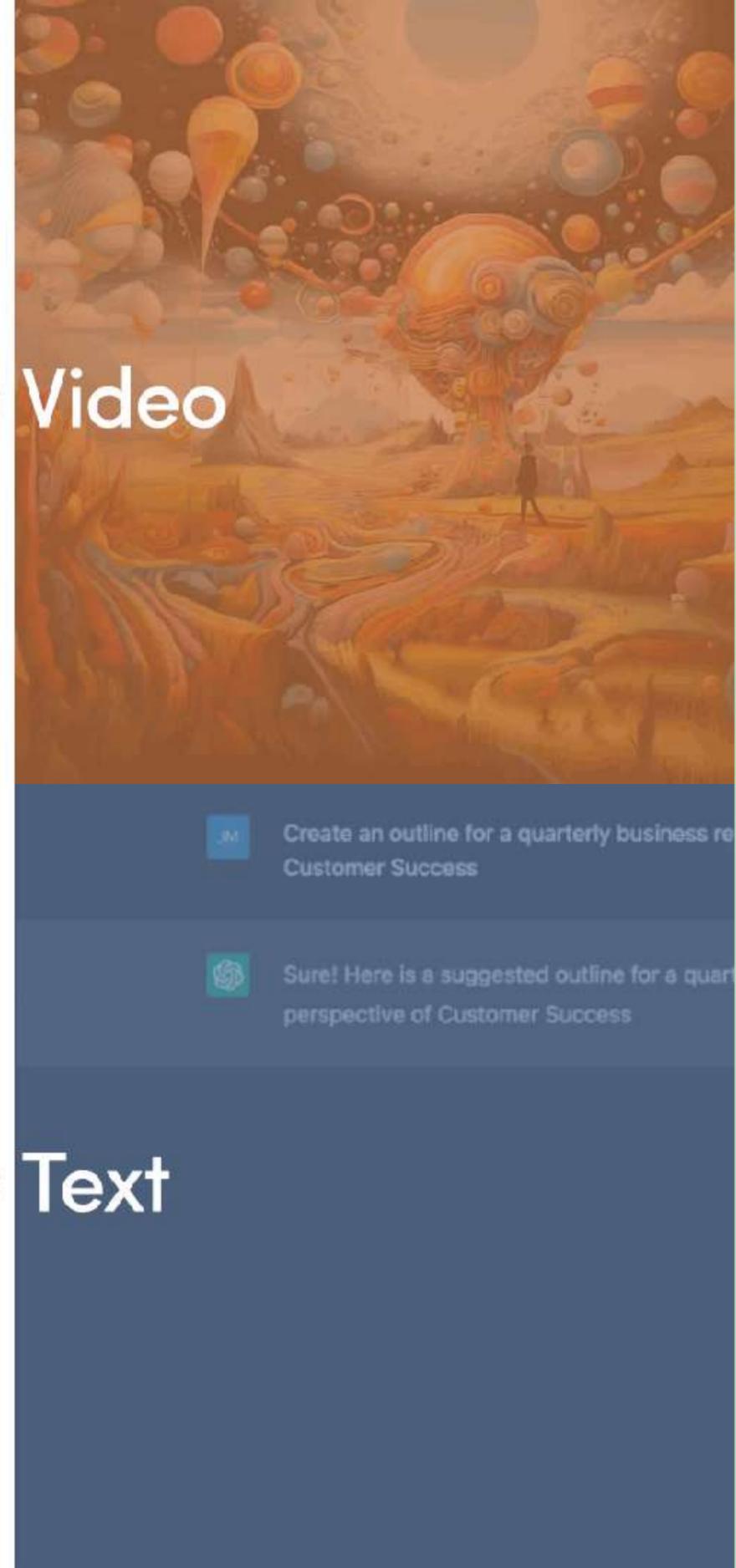
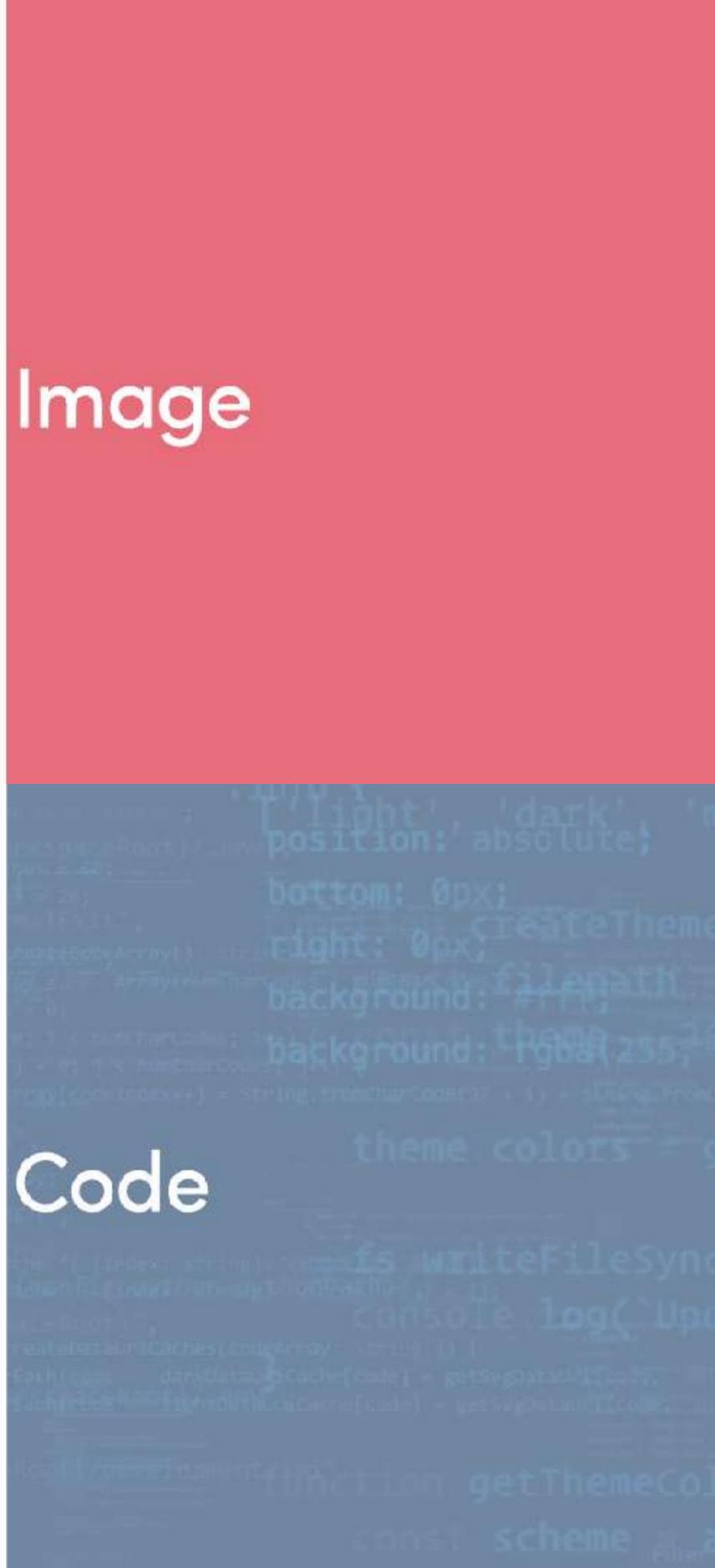
Code

**Text to Video**

Video

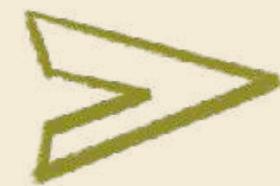
**Text to Text**

Text

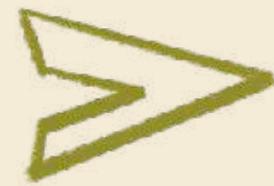


Once you've developed an understanding of AI's capabilities, share your knowledge with others.

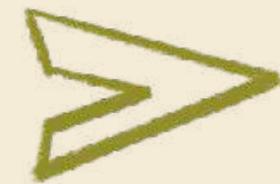
How do I get outta this f\*\*\*ing  
creative block?!



~~How do I get outta this f\*\*\*ing  
creative block?!~~

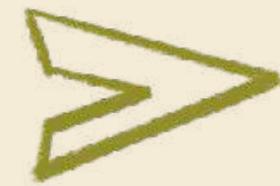


You are a clever and creative illustrator who excels at drawing witty visual puns. Your work is often funny, but it can also be thought-provoking. You are a master of the absurd, and you use your art to explore the strange and unexpected.



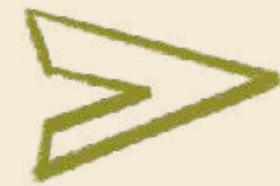
Prompt power-posing

Your work often uses butts, boobs, farts and memes.  
You love to get a laugh out of people.

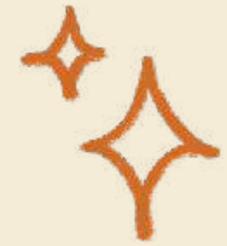


Context setting

Lately you've been feeling a little burnt out and creatively blocked. You want to get back into your practice. What are 5 good steps to take to help you get back into it?

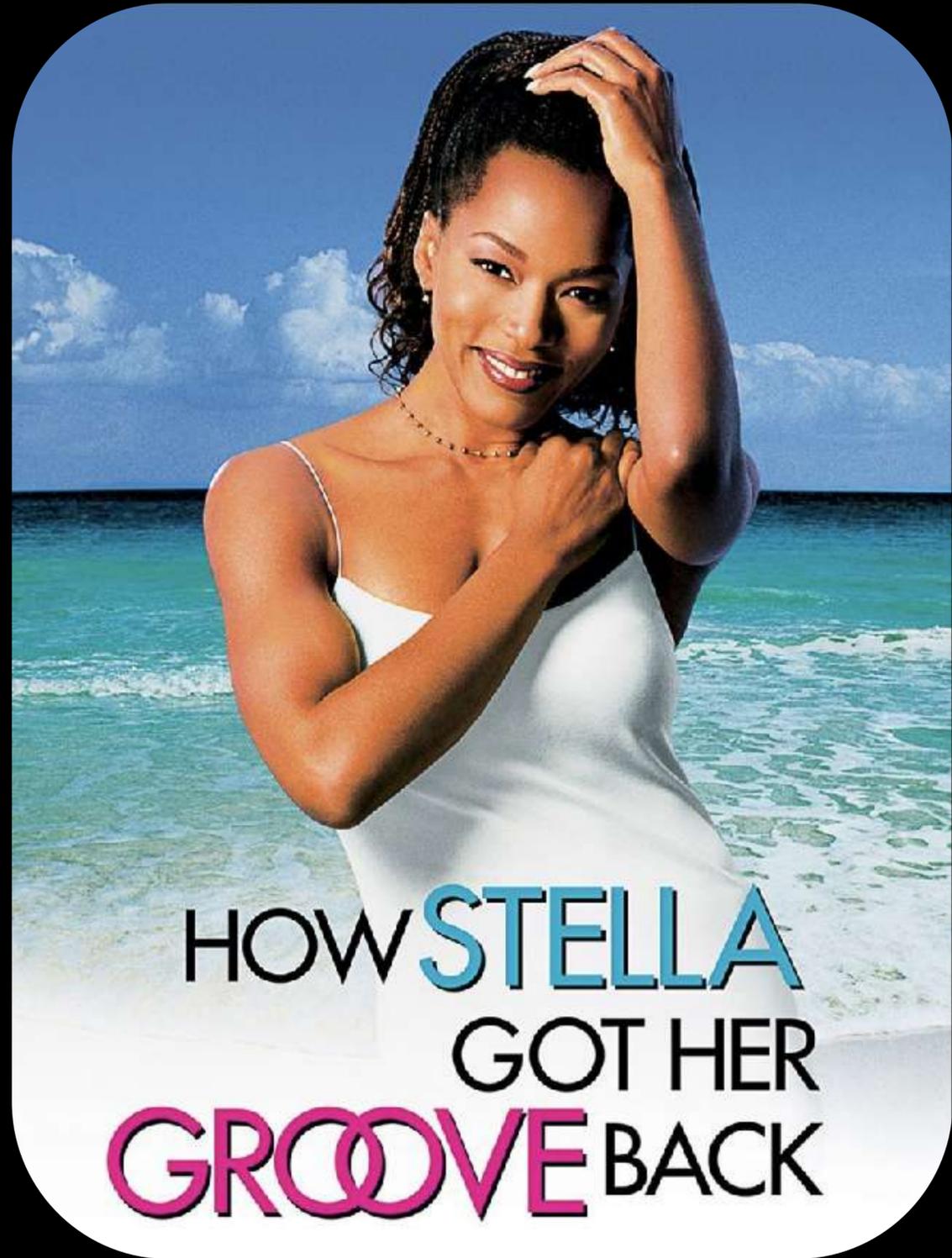


The task at hand



I understand that creative blocks can be challenging, but don't worry; we'll work together to get you back into your artistic groove!





HOW **STELLA**  
GOT HER  
**GROOVE** BACK



HOW **MICK**  
GOT HER ARTISTIC  
**GROOVE** BACK



1. Do something different
2. Explore new themes
3. Collaborate with others
4. Practice regularly
5. Give yourself permission to play



1. Do something different
2. **Explore new themes**
3. ~~Collaborate~~ with others
4. Practice regularly
5. Give yourself permission to play

GPT-3.5

GPT-4

# ChatGPT



## Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



## Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



## Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

Send a message



1

Explore

→ Focus:  
AI Literacy

2

Mock Up

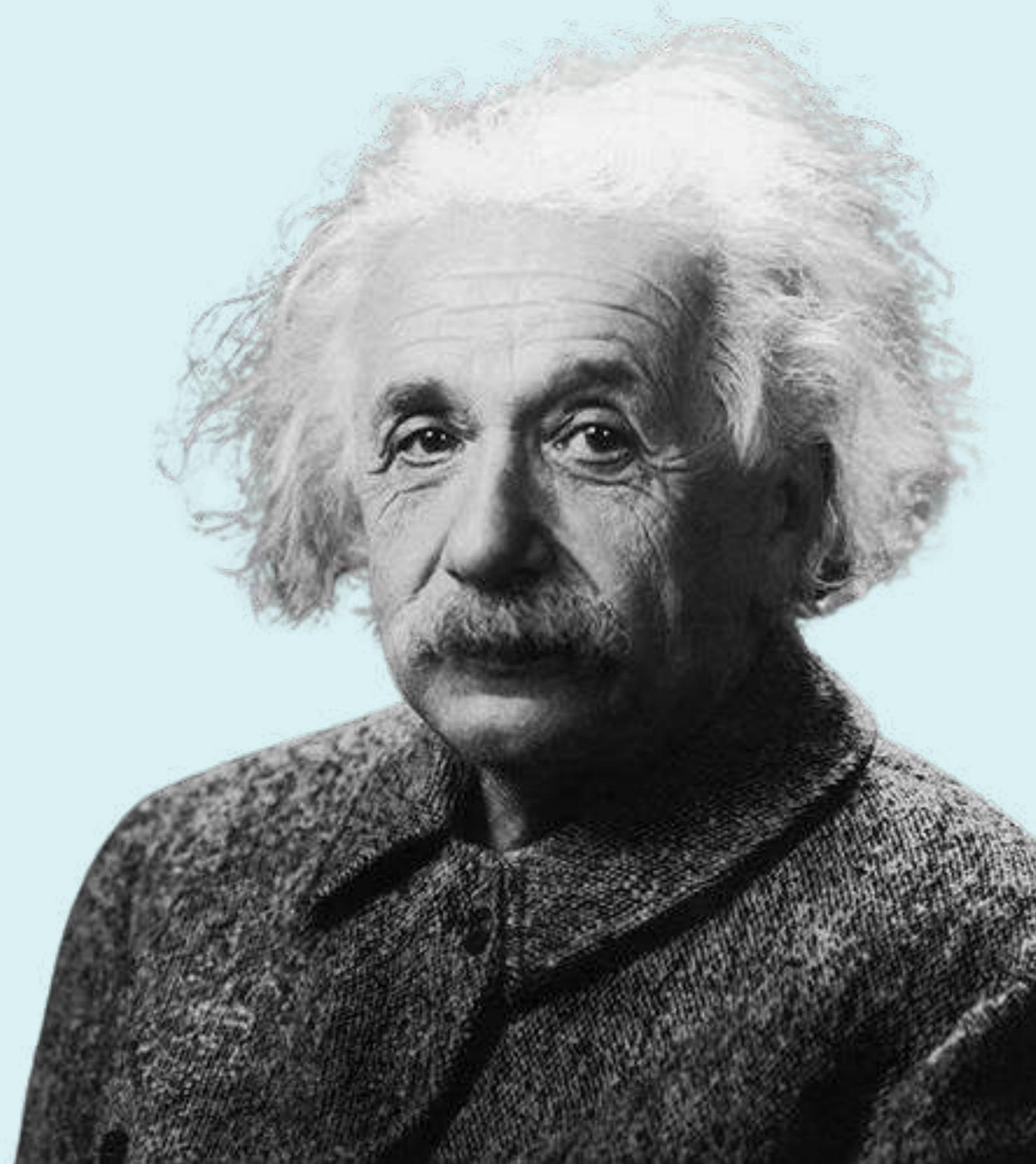
→ Focus:  
Experimentation

3

Imagine

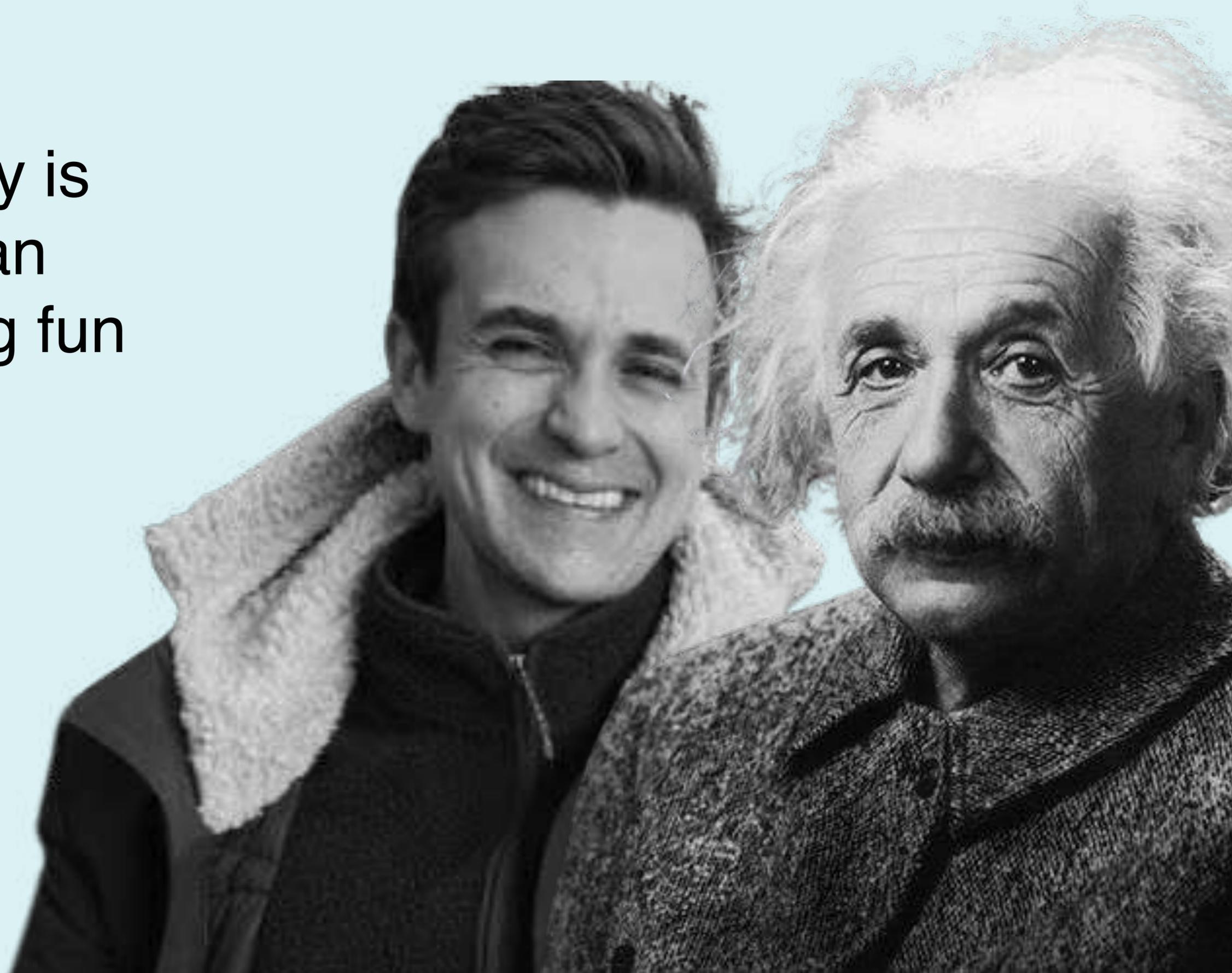
Creativity is intelligence  
having fun.

Albert Einstein



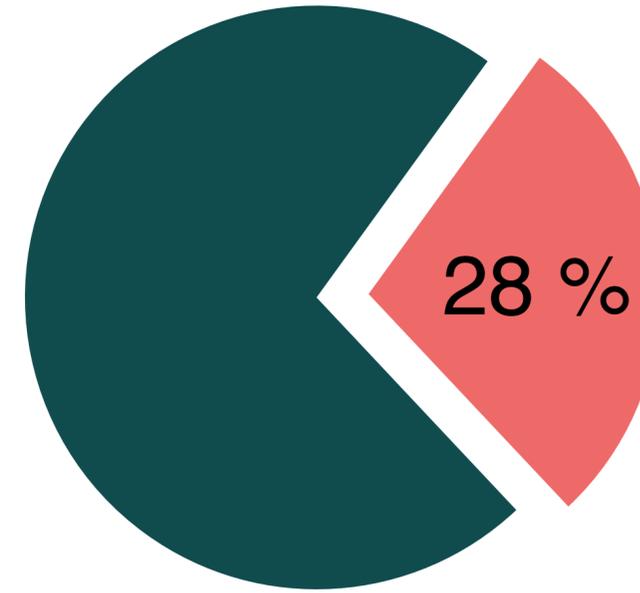
Amplified creativity is  
artificial and human  
intelligence having fun  
together.

Albert Einstein & Casey Hudetz



REPORT

# The State of AI at Work



Percentage of workers said they worried they would be **viewed as lazy** for using AI

**1 in 5**

Number of workers who said they would **feel like frauds** for using AI

THE WORK INNOVATION LAB

BY  asana



**Andreas Refsgaard**

Creative Coder and Digital Artist

# Welcome to MemeCam!

Upload a picture or take one using your camera and let AI do its magic



Upload image



Use camera

*Recommended!*



Top



Context



Language



**JUST ANOTHER RIVETING LECTURE  
BY THE DYNAMIC DUO OF  
BOREDOM AND AWKWARDNESS.**



**WHEN THE CAKE IS SO GOOD,  
YOU FORGET YOUR  
MANNERS!**

# General Examples

Urban Planning Imagery

Maid of Honor Speech

Team Mascot Generator

Strongly Worded Emails

Resume Writing

Resignation Email

General Icebreakers

Videogame Backgrounds

Dad Jokes

Nanny Contracts

Language Learning

Programming Support

Screenplay Editor

Workout Routines

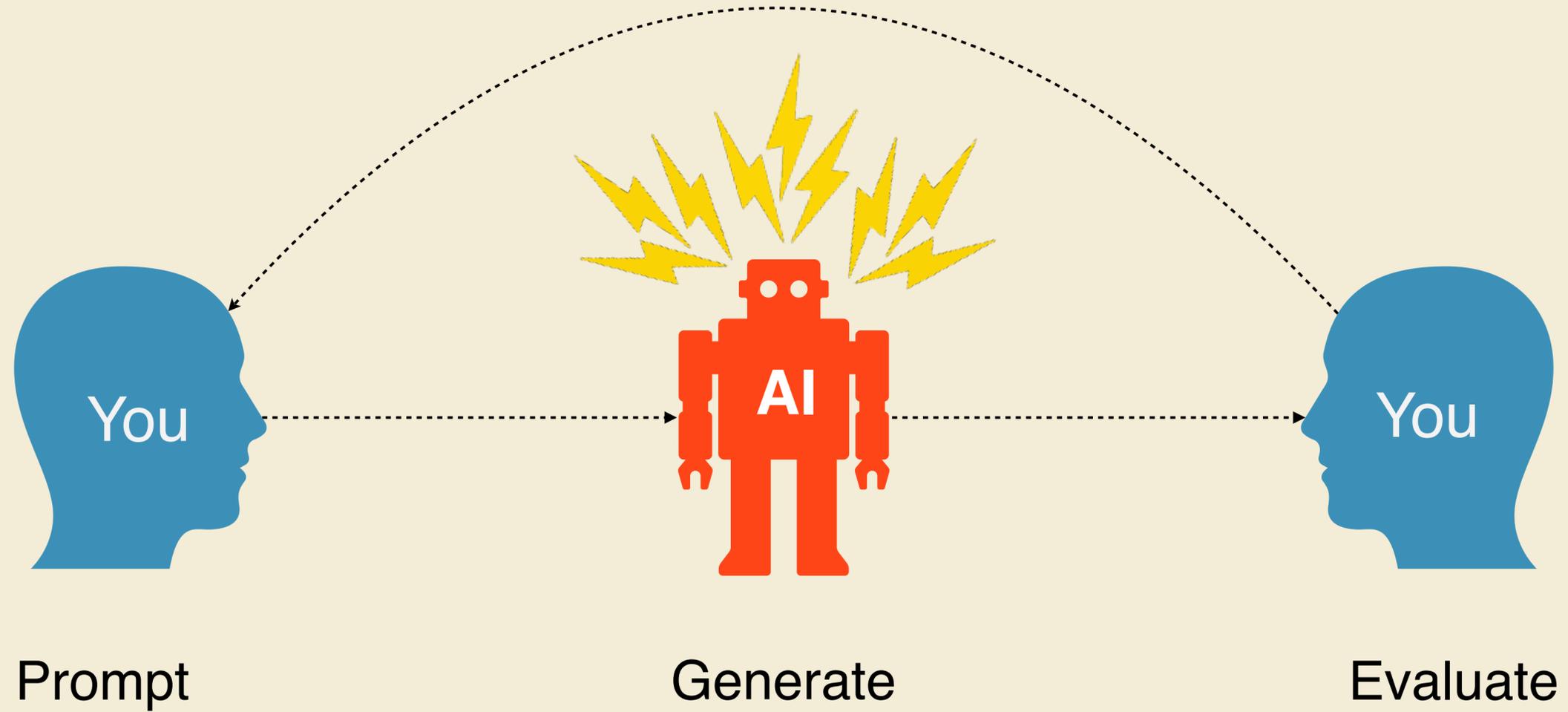
Fundraising Emails

Peer Review Feedback

Bike Route Planning

Recipe Ideas

# AI co-creation loop

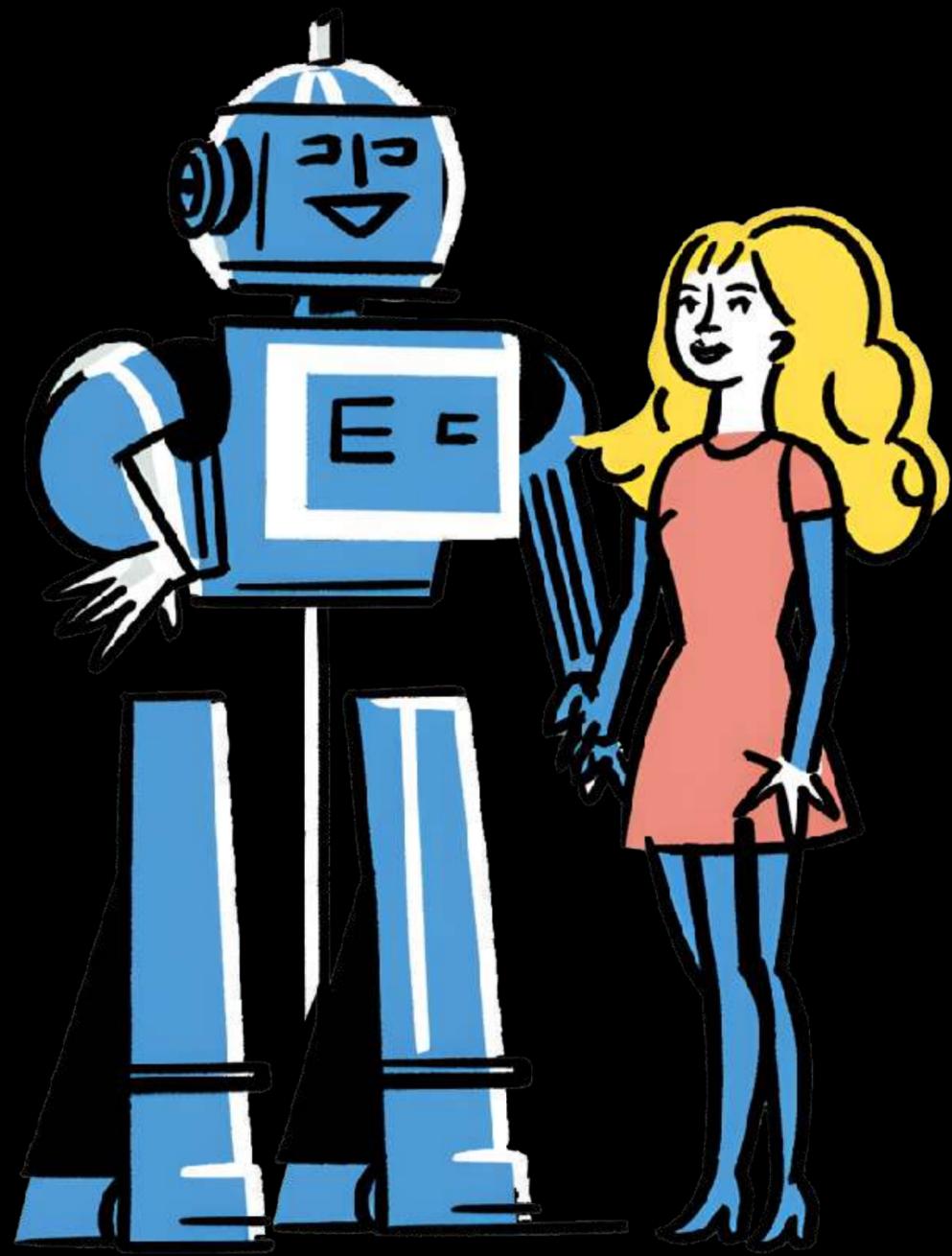


How hard is it  
**really** to train  
a model?



Hold my beer





Train your own model



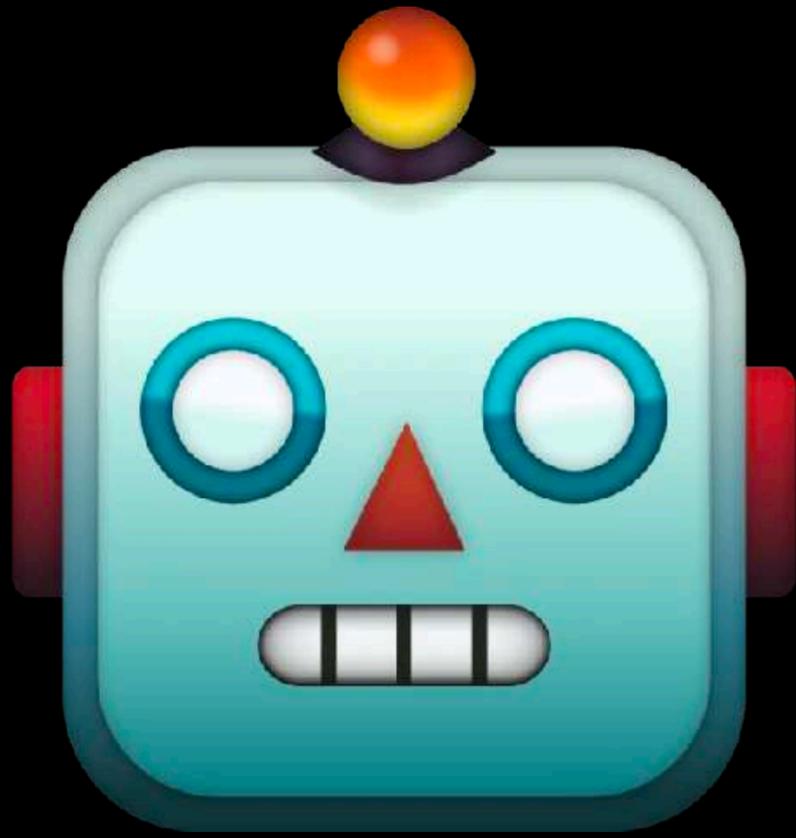
DALL-E

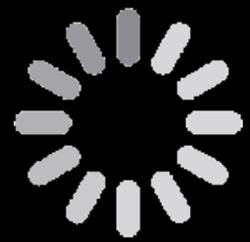
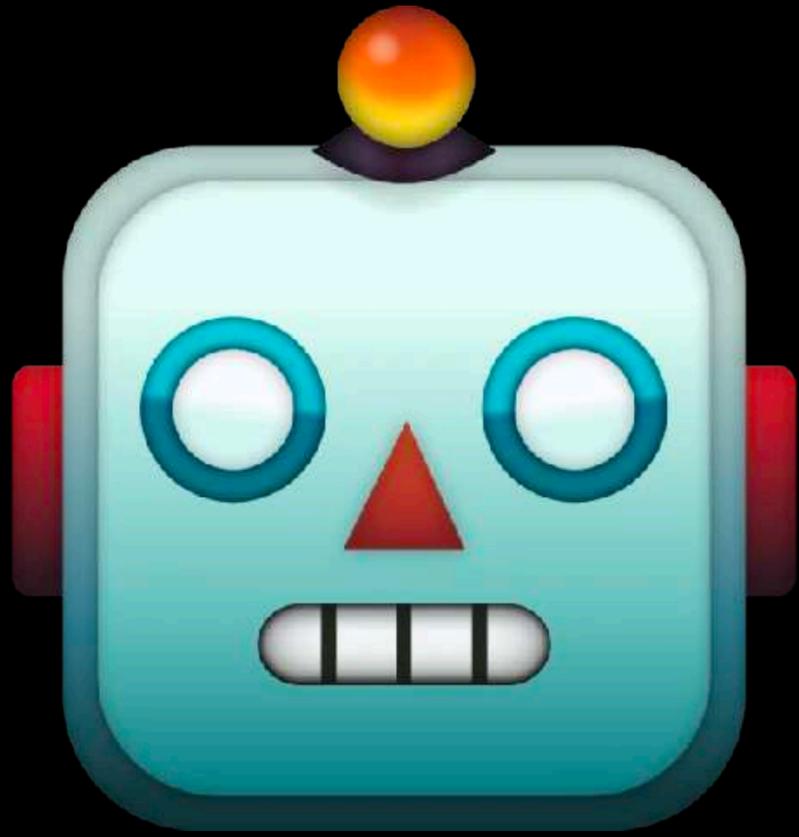


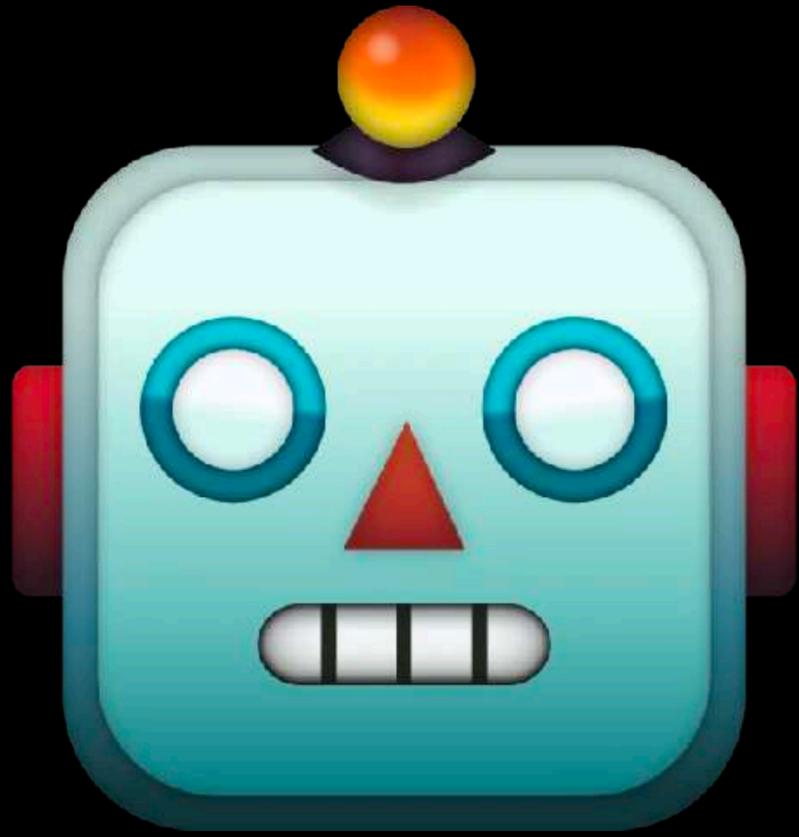
Leonardo



Runway







Early experiments



And on Day 3,  
[AI] said, “Let there  
be [a woman in a  
field of flowers].”  
And it was so.





Mick original



AI-generated



A self-portrait



A man riding a hot dog



A Dr. Seuss character



The softer side of Macho Man  
Randy Savage



Dolly Pardon My French



Little Mermaid farts



Mick Jagger & Tina Turner

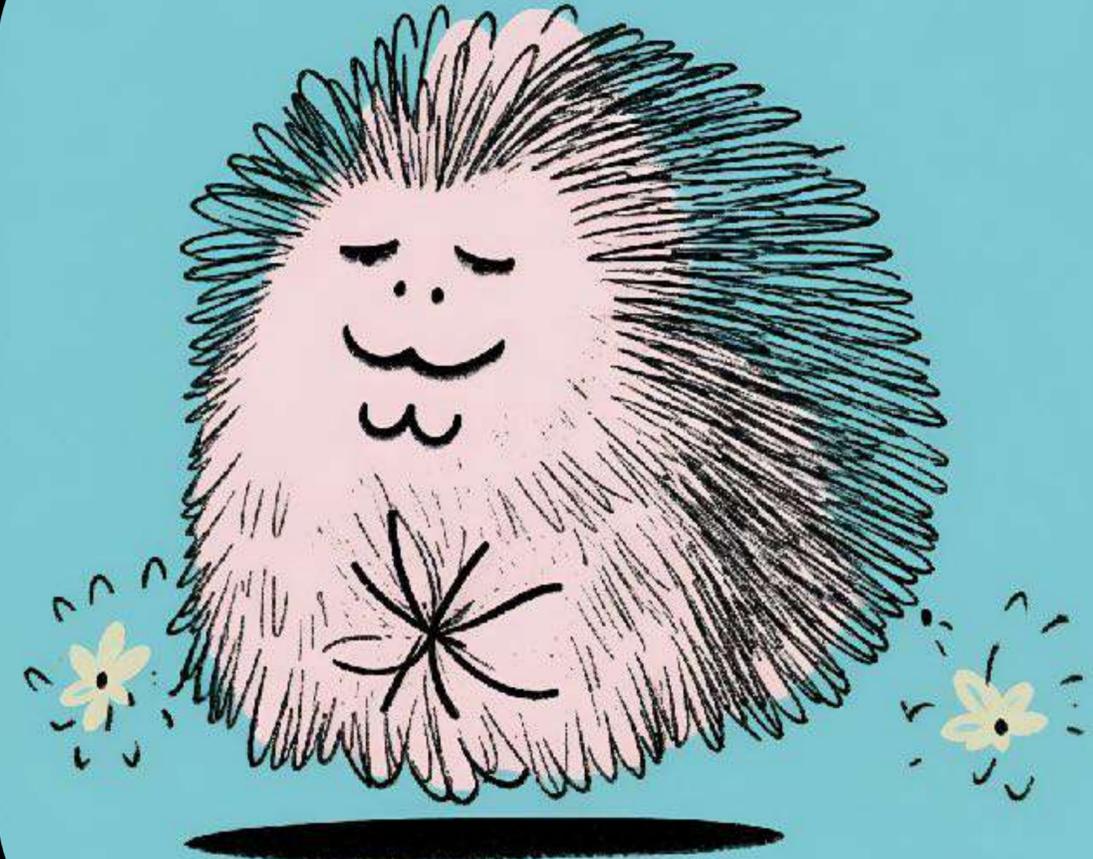


Topiary poodles



The Beatles

# The Flatulent Forest



Adorable magical creatures use their farts to create vibrant & colorful flowers

1

Explore

→ Focus:  
AI Literacy

2

Mock Up

→ Focus:  
Experimentation

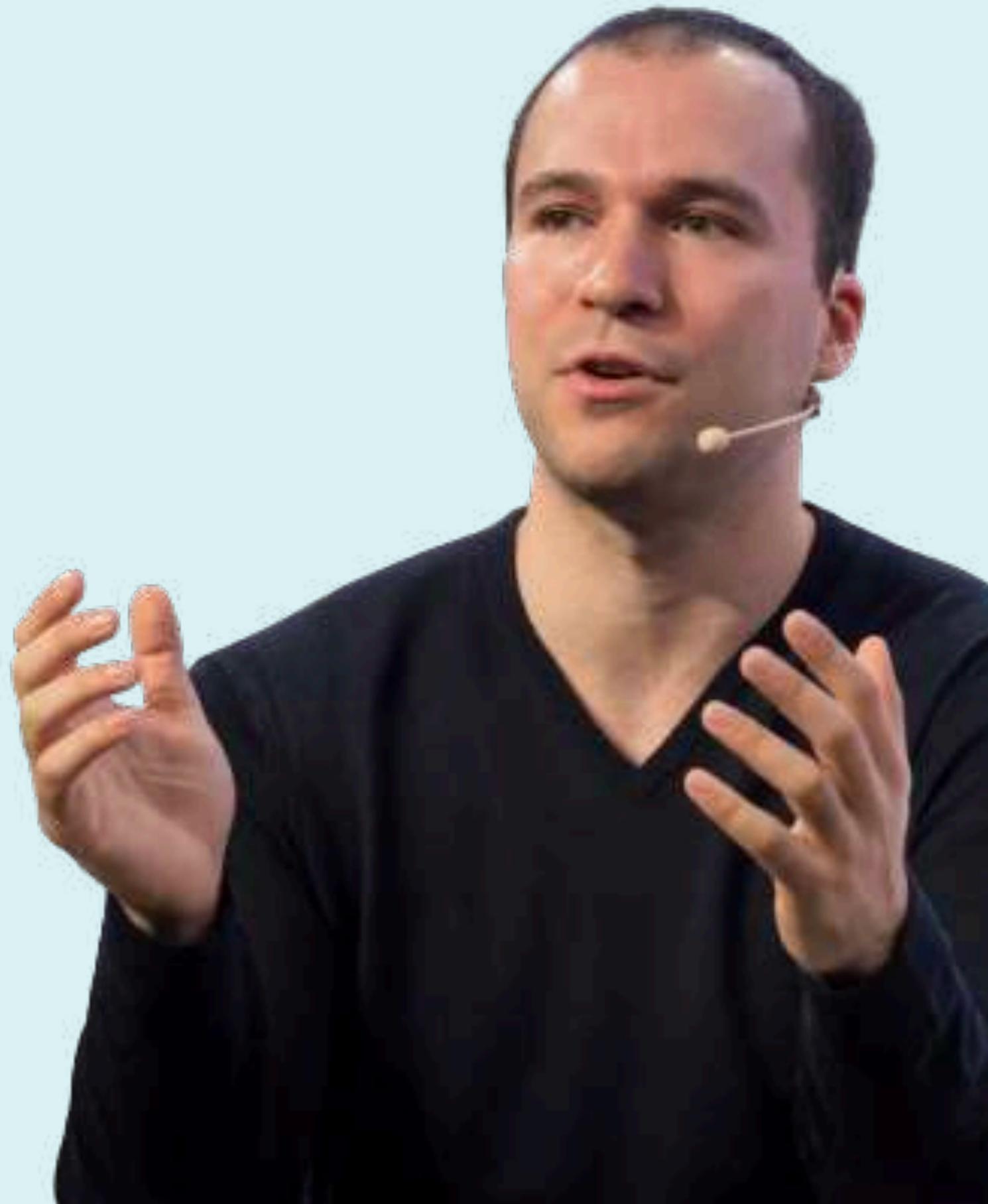
3

Imagine

→ Focus:  
Application

We, ourselves, are still  
figuring out new ways to  
use this.

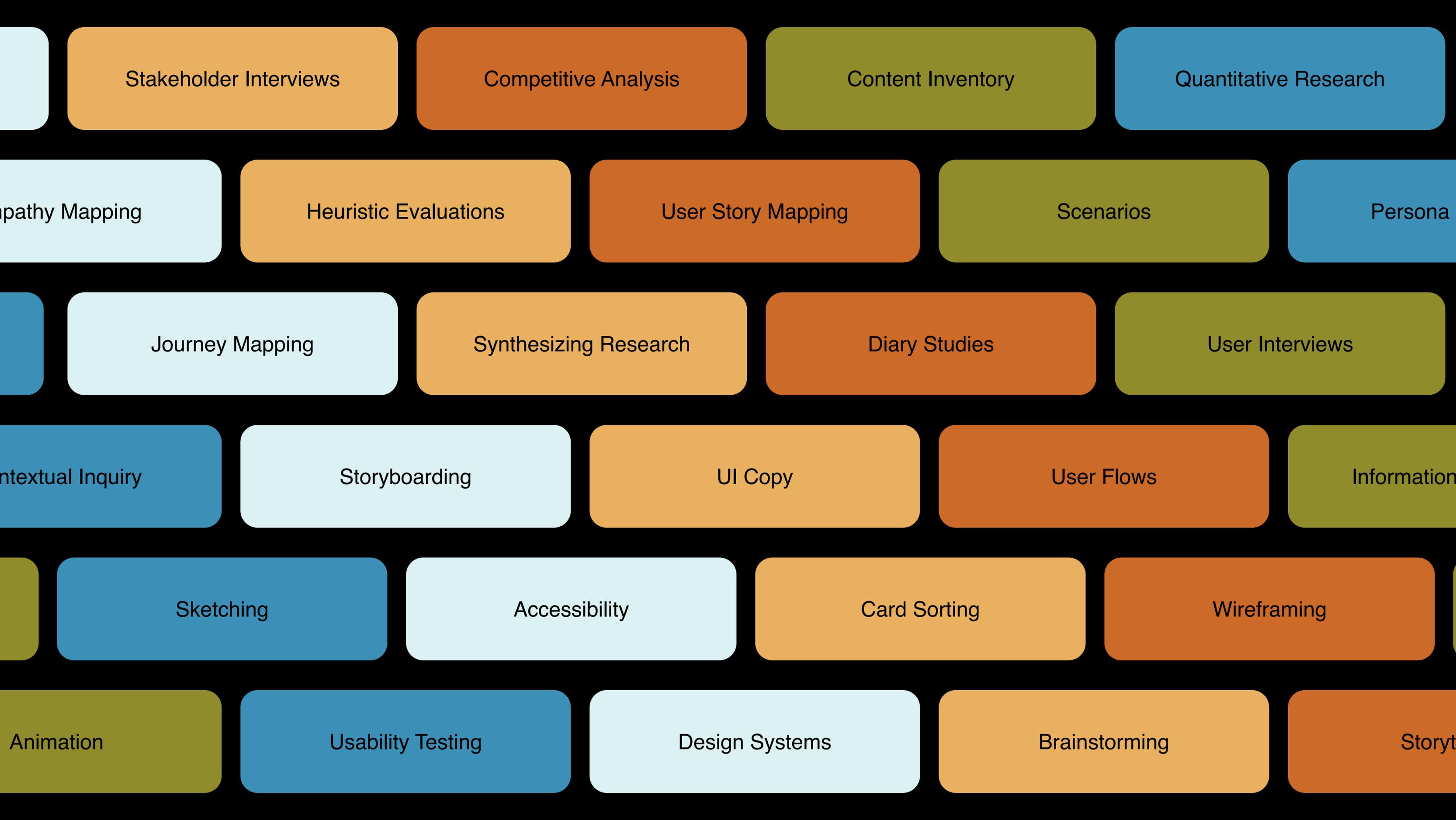
Greg Brockman  
President & Co-founder of OpenAI



# Welcome to the Future of Agreements

Join the waitlist →

↓ Learn more



Stakeholder Interviews

Competitive Analysis

Content Inventory

Quantitative Research

Empathy Mapping

Heuristic Evaluations

User Story Mapping

Scenarios

Personas

Journey Mapping

Synthesizing Research

Diary Studies

User Interviews

Contextual Inquiry

Storyboarding

UI Copy

User Flows

Information Architecture

Sketching

Accessibility

Card Sorting

Wireframing

Animation

Usability Testing

Design Systems

Brainstorming

Storytelling

Write a user research plan for a study about CPG websites





## Research Plan

### Research Goals

The goal of this study is to understand the needs and expectations of users of a CPG marketplace website. Specifically, we want to understand:

- What features and functionality are most important to users?
- What are the pain points that users experience when using CPG marketplace websites?
- What are the factors that influence users' decision-making when purchasing products on a CPG marketplace website?

### Research Questions

To achieve these goals, we will answer the following research questions:

1. What are the most important features and functionality for a CPG marketplace website?
2. What are the pain points that users experience when using CPG marketplace websites?
3. What are the factors that influence users' decision-making when purchasing products on a CPG marketplace website?

### Research Methods

We will use a variety of research methods to collect data for this study, including:

- **User interviews:** We will conduct in-depth interviews with a small group of users to get their feedback on the features and functionality of CPG marketplace websites.
- **Surveys:** We will send out surveys to a larger group of users to gather quantitative data about their needs and expectations.

Write a user research plan for a study about CPG websites



Write survey questions about renting a car online



## Survey Questions

1. Have you ever rented a car online?
2. If yes, how many times?
3. What was the main purpose of your car rental? (e.g., vacation, business, moving)
4. Which car rental website did you use?
5. Were you able to find the information you were looking for on the website?
6. How easy was the booking process?
7. Were you satisfied with the price you paid?
8. Were you satisfied with the selection of vehicles available?
9. Were you satisfied with the customer service you received?
10. Did you have any problems with the rental car itself?
11. If yes, what were the problems?
12. How was the return process?
13. Would you recommend the car rental website to others?
14. What would you change about the car rental website?
15. How likely are you to rent a car from the same website again?

Summarize these interview transcripts and list major user painpoints



## Interview Transcript

**UX Researcher:** Hi, my name is Samuel Clemens and I'm a UX researcher. I'm interested in learning more about your experience of using wearables. Can you tell me a little bit about what wearables you've used and how you've used them?

**Participant:** Sure. I've used a few different wearables, including a Fitbit, an Apple Watch, and a Garmin fitness tracker. I've used them mostly to track my steps, heart rate, and sleep. I also use them to get notifications from my phone.

**UX Researcher:** How has using wearables been helpful to you?

**Participant:** They've been really helpful for me to stay motivated to exercise. I like being able to see how many steps I've taken and how active I've been throughout the day. They've also been helpful for me to track my sleep. I used to have a hard time sleeping, but now I'm able to see how well I'm sleeping and make adjustments to my habits if needed.

**UX Researcher:** Have you had any challenges with using wearables?

**Participant:** Sometimes they can be a little bit uncomfortable to wear, especially if I'm wearing them for a long time. I also find that the batteries can die pretty quickly.

Zoom Meeting View

**Brock Davis**

**Jada Grimes**

**Antwan Cannon**

**Macy Hallway**

Mute Stop Video Security Participants Chat **Share Screen** Summary AI Companion Record Show Captions More **Leave**

**Disable** **AI Companion**

**Welcome to AI Companion**  
Here are some things you can try...

[Catch me up](#)

[Was my name mentioned?](#)

[What are the action items?](#)

No other participants can see this conversation

Ask anything about this meeting...

Zoom Meeting View

**Was my name mentioned?**

Mute Stop Video Security Participants Chat Share Screen Summary AI Companion Record Show Captions More Leave

Disable AI Companion

**Welcome to AI Companion**  
Here are some things you can try...

Catch me up

Was my name mentioned?

What are the action items?

No other participants can see this conversation

Ask anything about this meeting...

Create an executive summary from these interview transcripts and survey results



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**UX Researcher:** Have you had any challenges with using wearables?

**Participant:** Sometimes they can be a little bit uncomfortable to wear, especially if I'm wearing them for a long time. I also find that the batteries can die pretty quickly.

**UX Researcher:** Overall, how satisfied have you been with your experience of

## Survey Results

Do you own a wearable device?	If yes, what type of wearable do you own?	How satisfied are you with your wearable device?	What do you like most about your wearable device?	What do you dislike most about your wearable device?	Would you recommend your wearable device to others?	What other features would you like to see in a wearable device?
Yes	Smartwatch	Very satisfied	The tracking features	The battery life	Yes	Longer battery life
No	Fitness tracker	Somewhat satisfied	The convenience	The cost	No	More tracking features
Yes	Smartband	Not satisfied	The style	The size	Maybe	More stylish design
Yes	Smart glasses	Very dissatisfied	The health benefits	The features	N/A	More affordable price
No	Other	N/A	Other	Other	N/A	Other

Create an executive summary from these interview transcripts and survey results



## Executive Summary of Library App Research Study

### Pros

- The new app is easy to use and navigate.
- The app offers a wider selection of books and other materials than the previous system.
- The app allows users to borrow books and other materials more easily

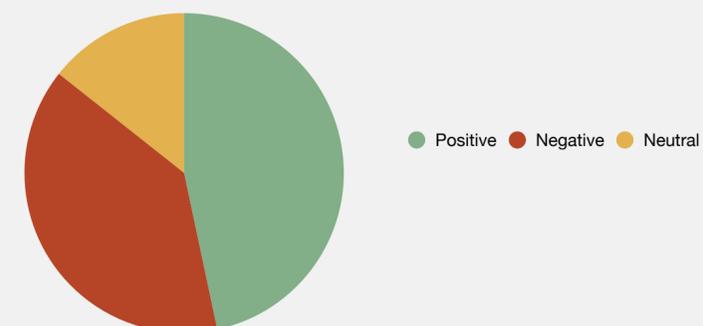
### Cons

- Some users found the app to be too cluttered or confusing.
- Some users reported problems with the app crashing or freezing.
- Some users said that they missed the ability to browse books by the shelves in the library.

### Verbatim Feedback

- "The new app is a huge improvement over the old one. It's so much more user-friendly." - Participant 001
- "I had a problem with the app the other day, but the customer service was great. They helped me fix the problem right away." Participant 003

### Overall Satisfaction

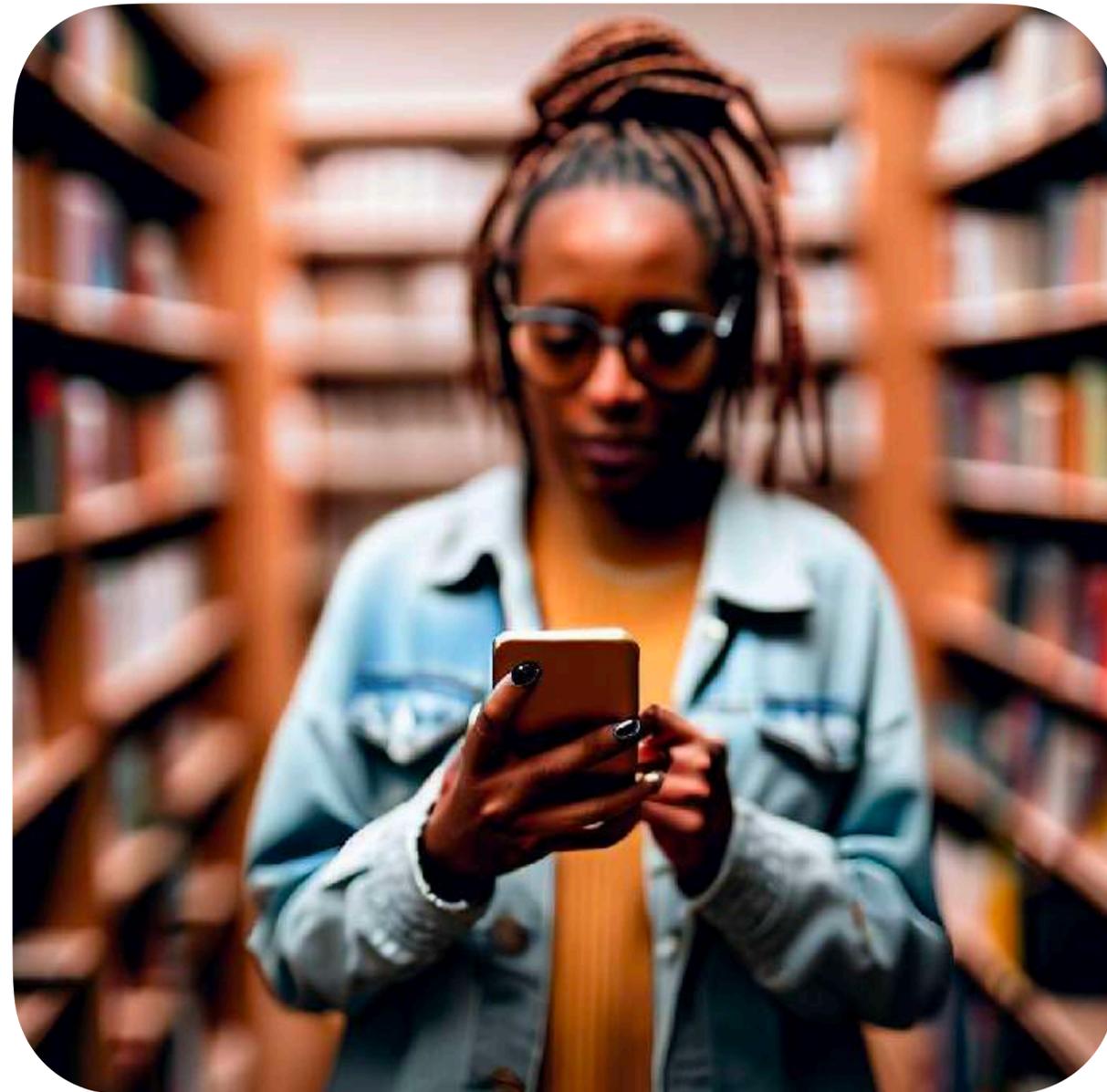


Now in a deck format.



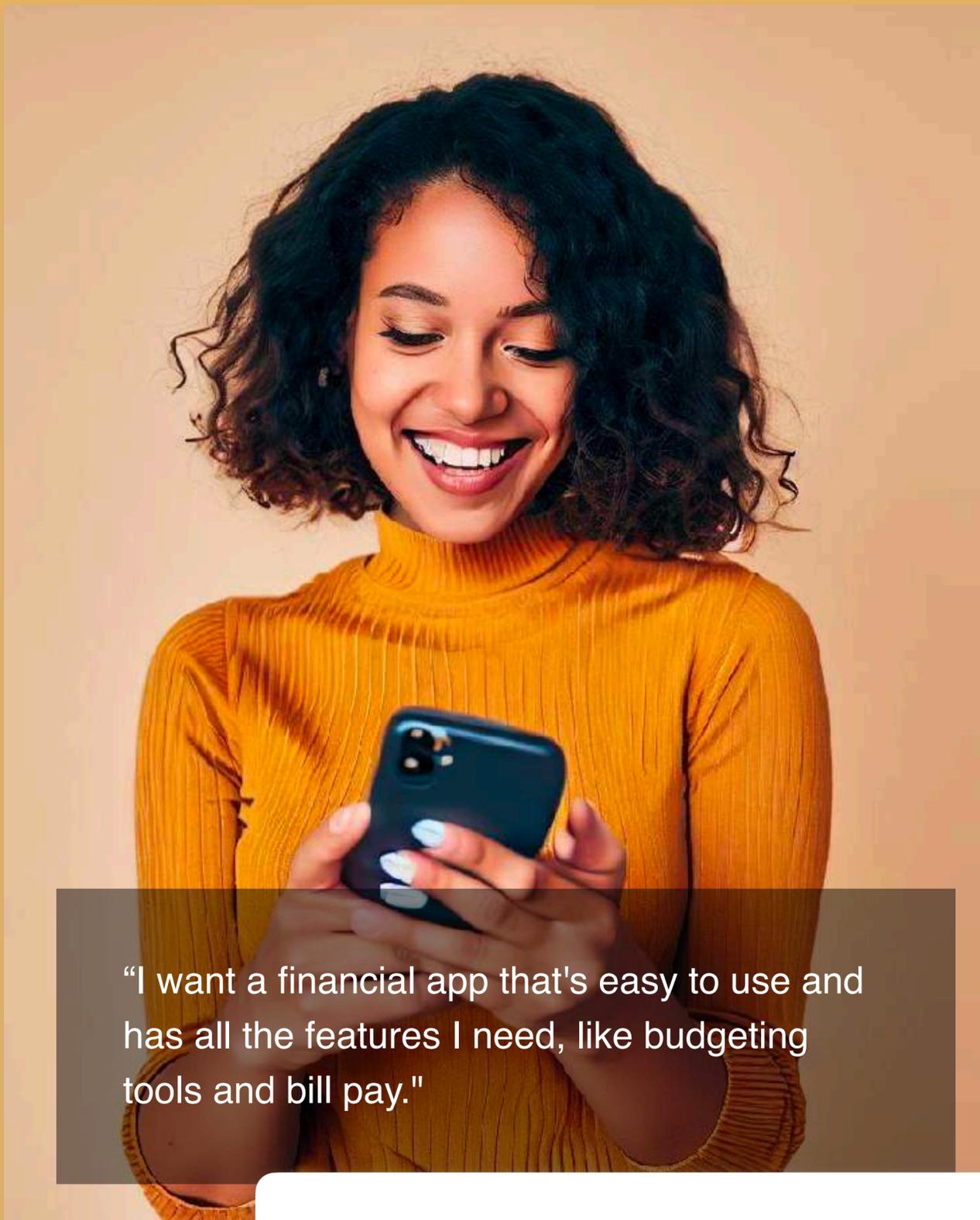
# Library App Research Findings

September 13th, 2023



Create a persona based on our user research





"I want a financial app that's easy to use and has all the features I need, like budgeting tools and bill pay."

## Sarah Smith

### Bio

Sarah is a first-year college student who is majoring in computer science. She is a hard worker and is passionate about learning new things

### Motivations

To succeed in college and get a good job

To learn new things and grow as a person

To be financially independent

### Frustrations

The high cost of college tuition

The lack of financial literacy education in schools

The difficulty of finding a job that pays a living wage

Create a persona based on our user research





+Addition

# This Is “Silicon Sampling”

Can AI simulate research participants to generate consumer insights?

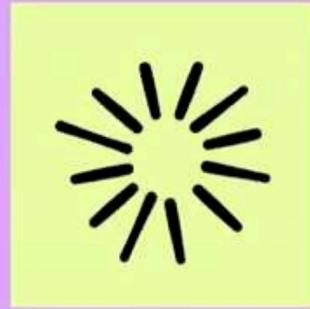
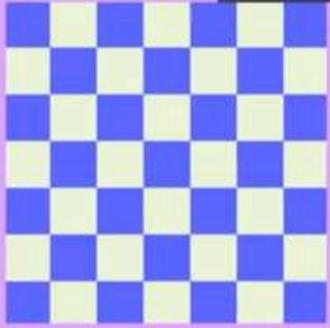


HeyGen

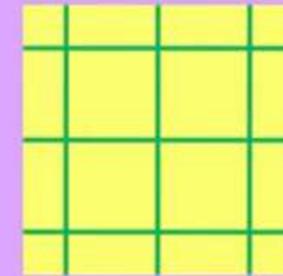
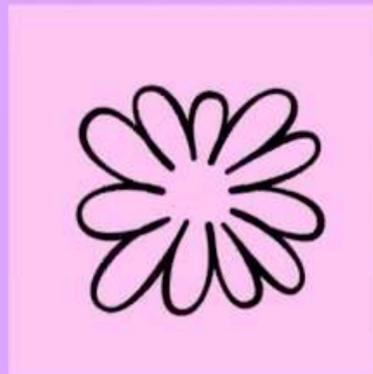


Give me five ways we can we improve the grocery store check out experience using biometric data





*Ideate!*



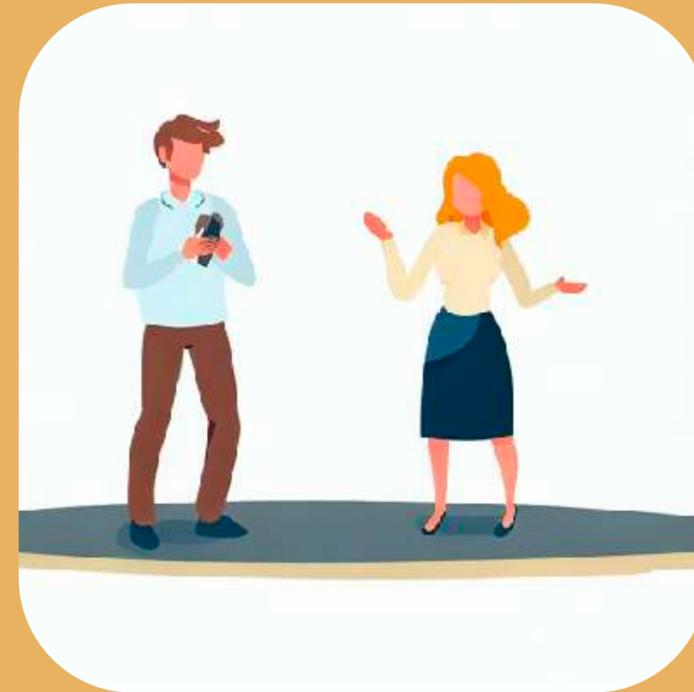
Create a storyboard for two public speakers



Two Chicago-based designers spend a year working on a presentation



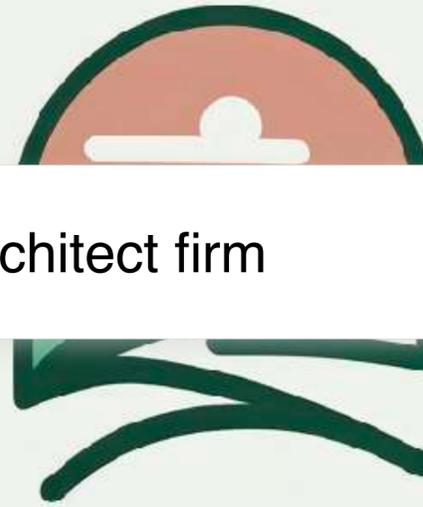
They fly to beautiful Copenhagen to share their thoughts on AI & Design



While on stage, one designer rips a huge fart



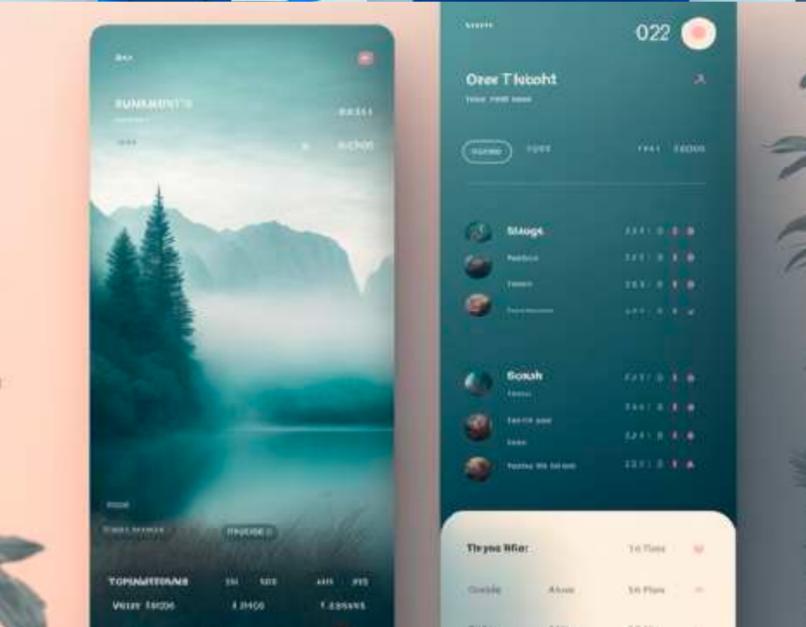
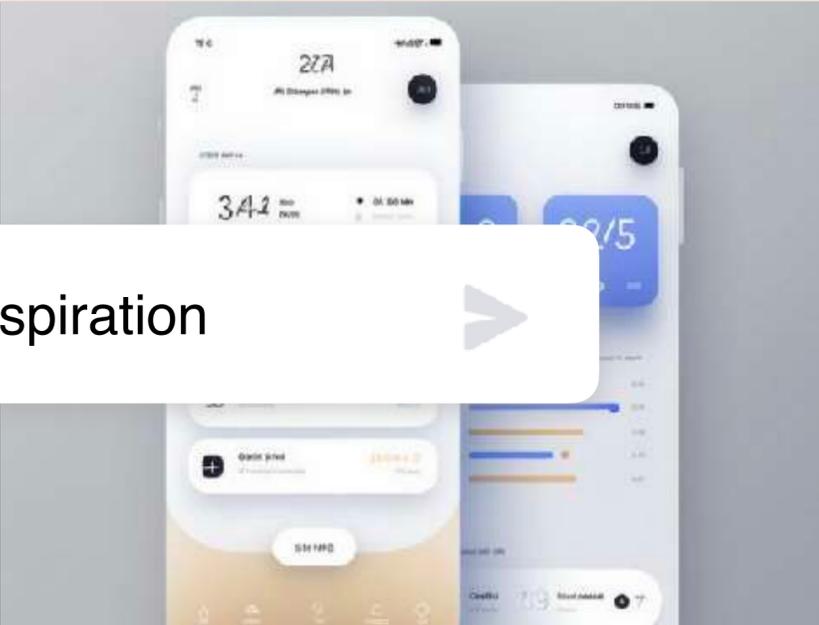
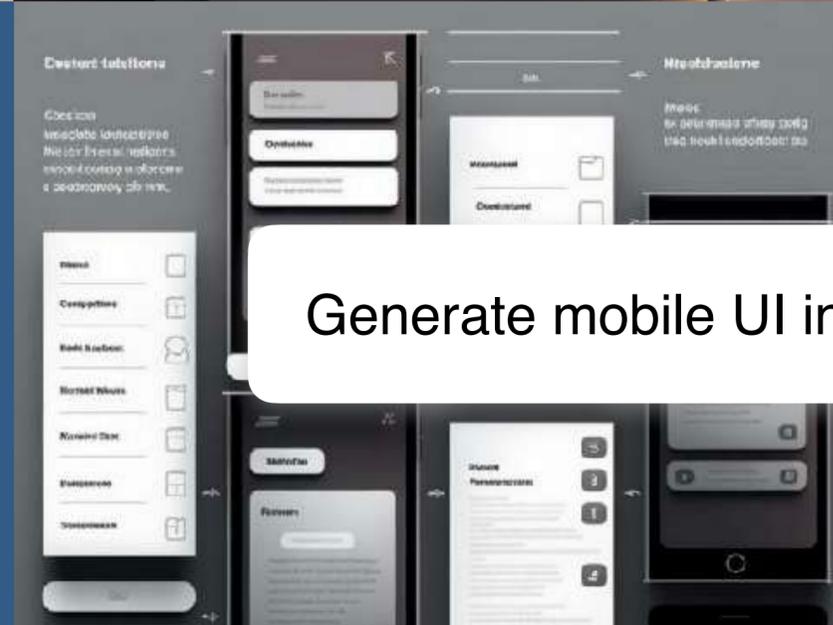
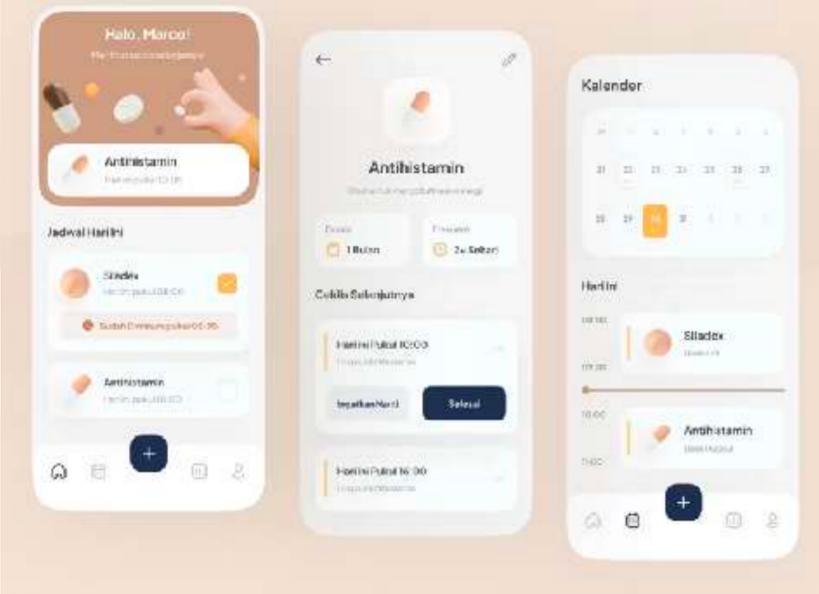
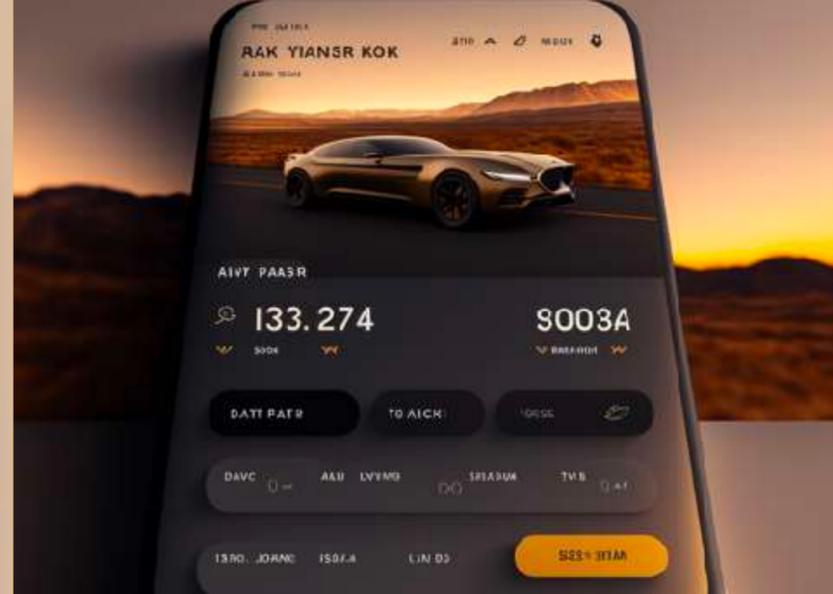
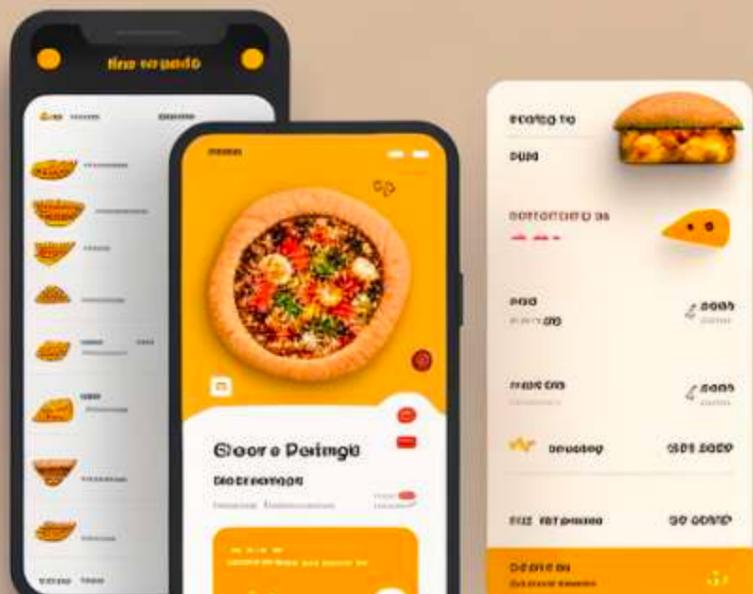
40 years later they retell the story and laugh uproariously



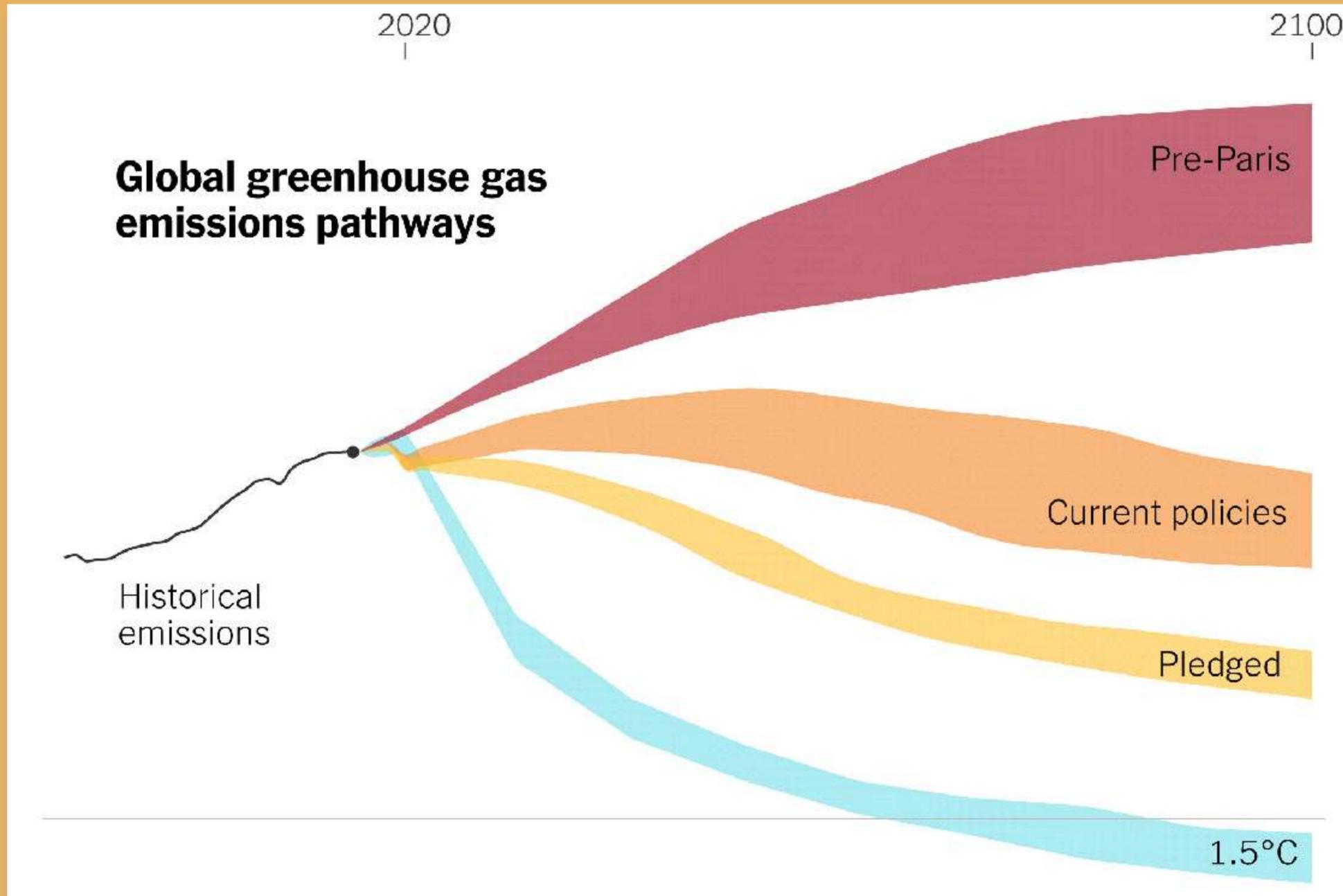
Generate logo ideas for a landscape architect firm



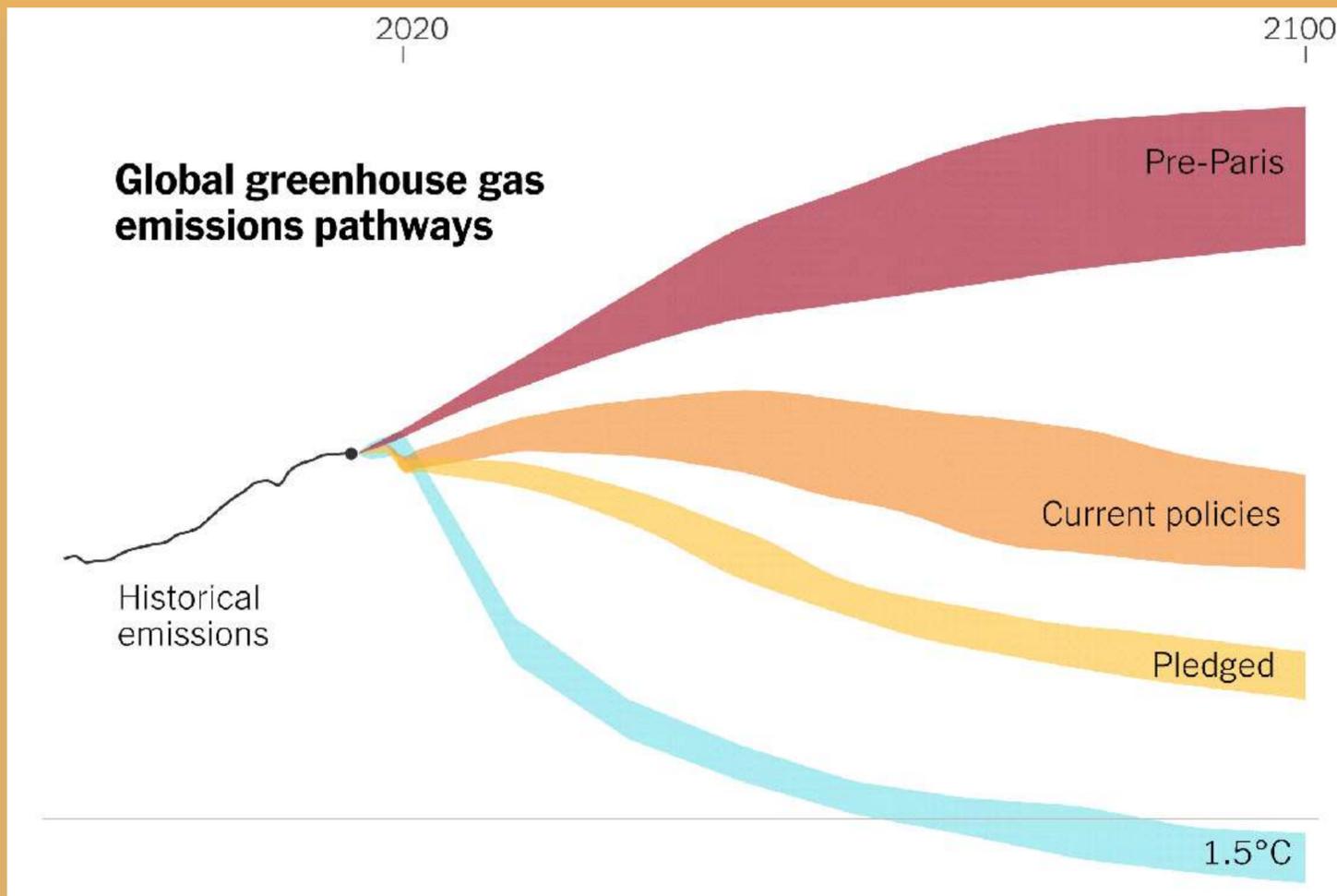




Write succinct alt text for this infographic



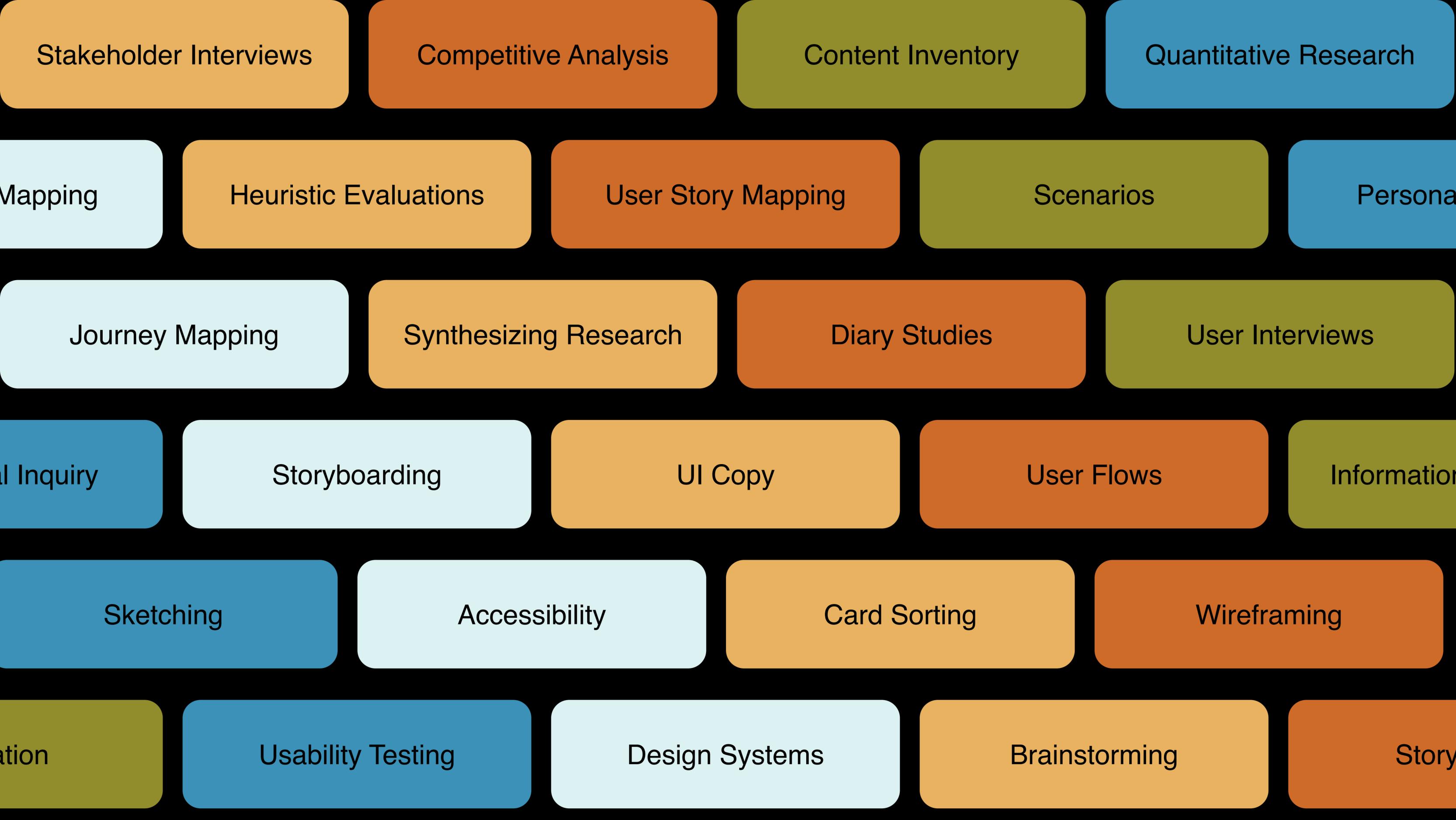
Write succinct alt text for this infographic



## ALT Text

The graph shows global greenhouse gas emissions. Emissions are rising, and current policies are not enough to limit warming to 1.5°C. We need to take stronger action to reduce emissions. The pledged pathway is a step forward, but we need to do more.





Stakeholder Interviews

Competitive Analysis

Content Inventory

Quantitative Research

Mapping

Heuristic Evaluations

User Story Mapping

Scenarios

Persona

Journey Mapping

Synthesizing Research

Diary Studies

User Interviews

Mail Inquiry

Storyboarding

UI Copy

User Flows

Information

Sketching

Accessibility

Card Sorting

Wireframing

ation

Usability Testing

Design Systems

Brainstorming

Story

How might we

Take these principles &  
apply them to the process of  
generating ideas



# As a collaborator

LUPE FIASCO  
× LLMs

Google  
LAB  
SESSIONS

THE  
**text** Fix  
PROJECT

AI-powered tools for rappers, writers  
and wordsmiths.

R.A.P. Acronym

AA Alliteration

∞ Fuse

∞ Unexpected

↔ Unfold

B=A Simile

/A\ Explode

C

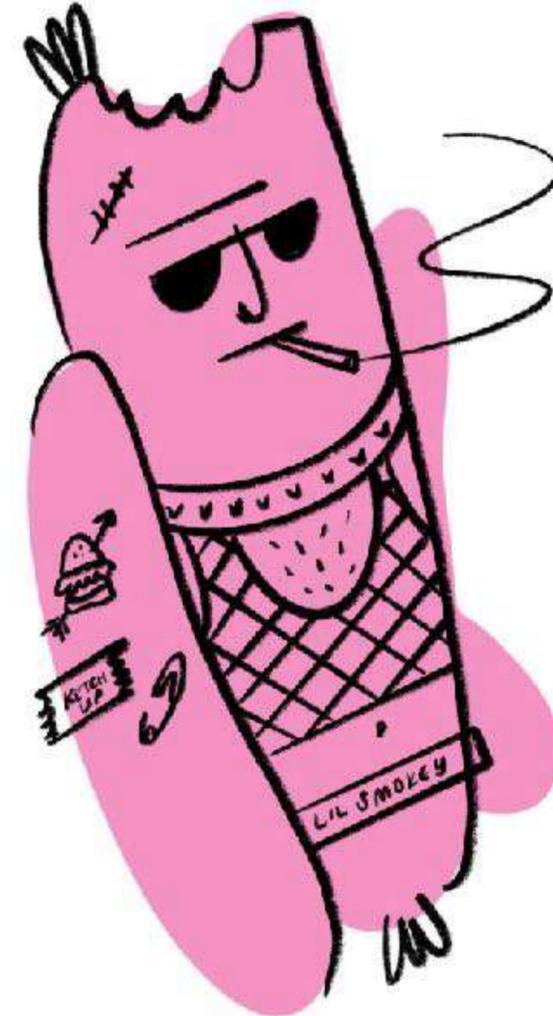
# As a collaborator



Unexpect TEMP 0.7

## human hot dog

- 1 a hot dog that is riding a skateboard
- 2 a hot dog who is a fireman and also a vegan
- 3 a punk hot dog with a mohawk and a pair of sunglasses
- 4 a hot dog with a thick New York accent
- 5 a human hot dog that is made out of humans
- 6 a human hot dog who is also a world class juggler
- 7 a human hot dog that is made out of a real person who is being eaten alive
- 8 a human hot dog that is made out of human flesh



As a **first draft**



AI-generated



Mick final

# As a first draft

The screenshot displays the Leonardo AI interface. On the left is a navigation sidebar with options like Home, Community Feed, Personal Feed, Training & Datasets, and User Tools. The main area is titled 'Personal Feed' and shows a search for 'robot' with filters for 'AI', 'Upscaled', and 'NSFW'. A grid of 15 generated images is shown, each featuring a blue robot and a woman in a red dress. The images vary in style, including different backgrounds (orange, blue, white) and compositions (robot holding the woman's hand, robot holding a small object). The interface also includes a search bar, a 'Trending' filter, and a 'Select Images' button.

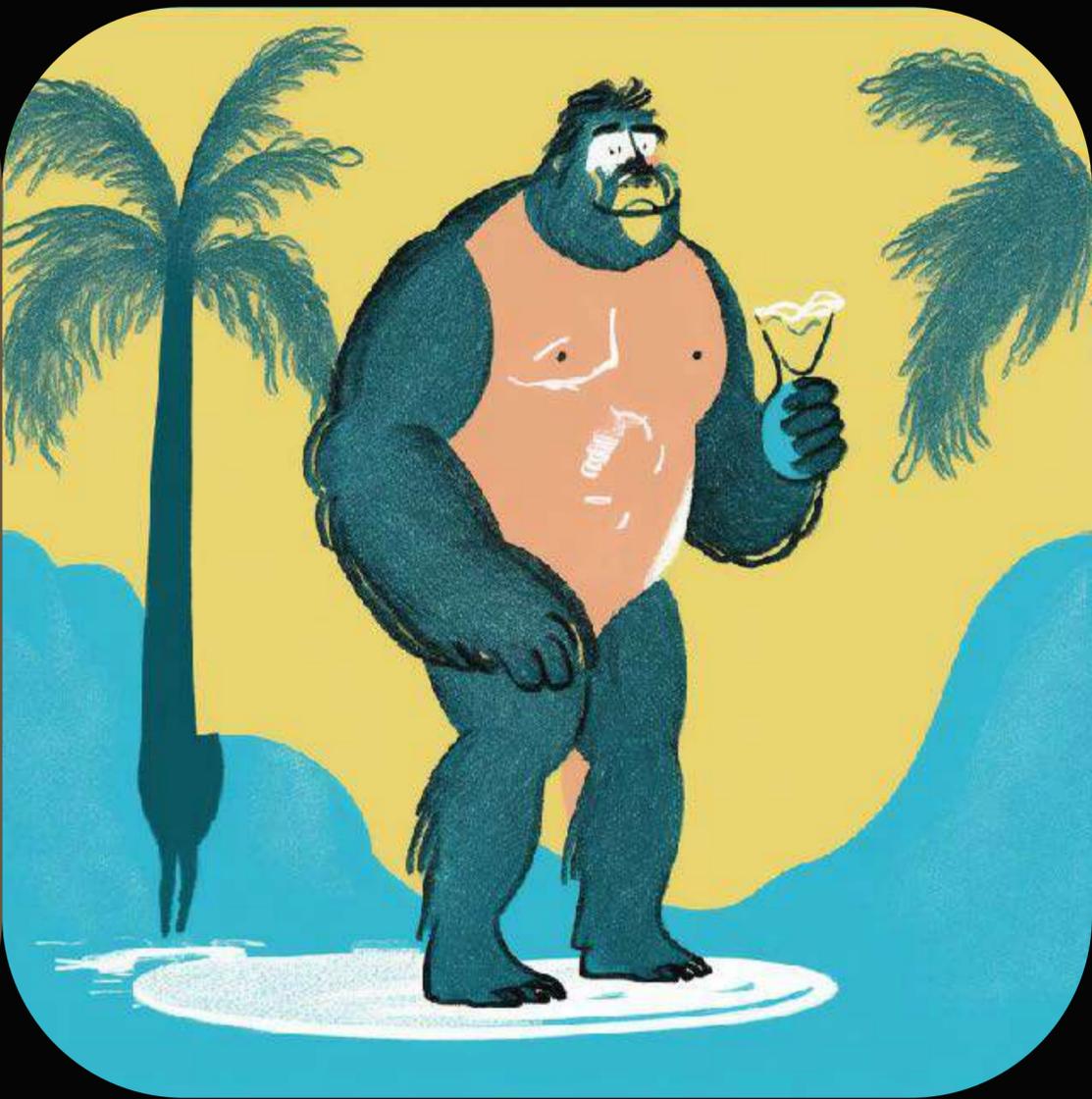
As an **evolution**



The Titanic



Tina Turner



Bigfoot in a bikini



Text-to-\_\_\_\_\_.  
What Generative AI Means for Designers

In closing 🤝

GenAI will revolutionize  
the design process.

- Empowers the ideation & creation process for designers

# Ex • Mock • Ima



A framework for upskilling your AI literacy,  
competency and confidence

1

# Explore

→ Focus:  
AI Literacy

2

# Mock Up

→ Focus:  
Experimentation

3

# Imagine

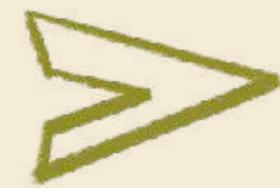
→ Focus:  
Application



## 5. Give yourself permission to play

Lastly, remind yourself that creativity is not a rigid process and that you can play and experiment without the pressure of always creating a masterpiece. Allowing yourself the freedom to make mistakes and enjoy the process might lead to unexpected and delightful outcomes.

How do I get outta this f\*\*\*ing  
creative block?!





Just keeps getting better—together

Maybe the real treasure  
is the AI friends we made  
along the way.

(Sorry Casey.)



