

***“The Golden Age of
Design is Here”***

AI is replacing everything

Figma is dead

Design is dead

“The Golden Age of Design is Here”

We don't need designers anymore
— Midjourney ships faster.

Wireframes are dead. Prototypes
are dead. Designers are... next.

~~AI is replacing everything~~

~~Figma is dead~~

~~Design is dead~~

“The Golden Age of Design is Here”

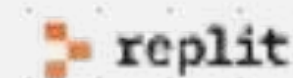
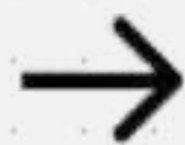
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~~—Midjourney ships faster.~~

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Figma





~2000s

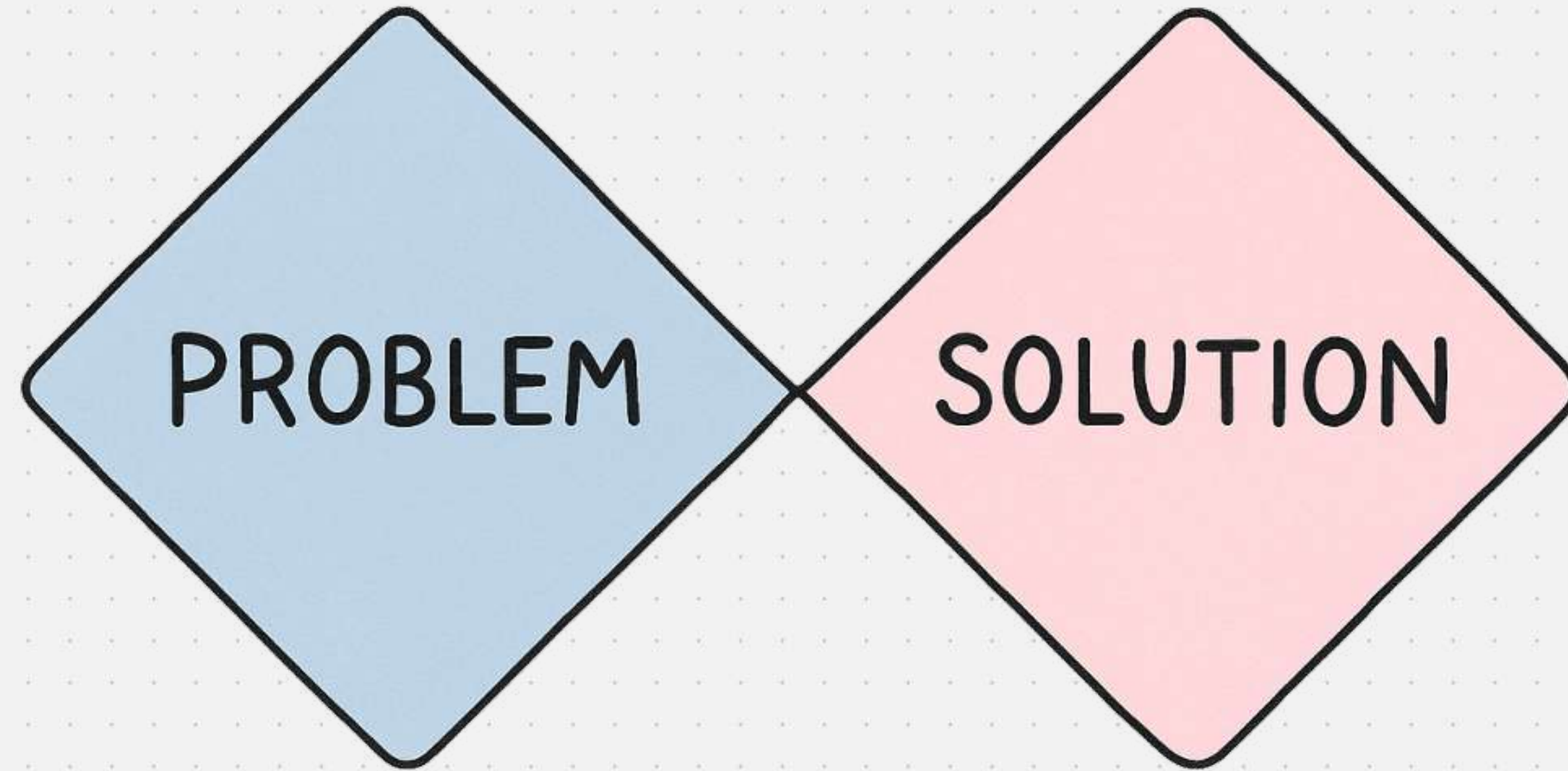
~2010s

~2020s

2025

The world is changing

(And we all know about that)

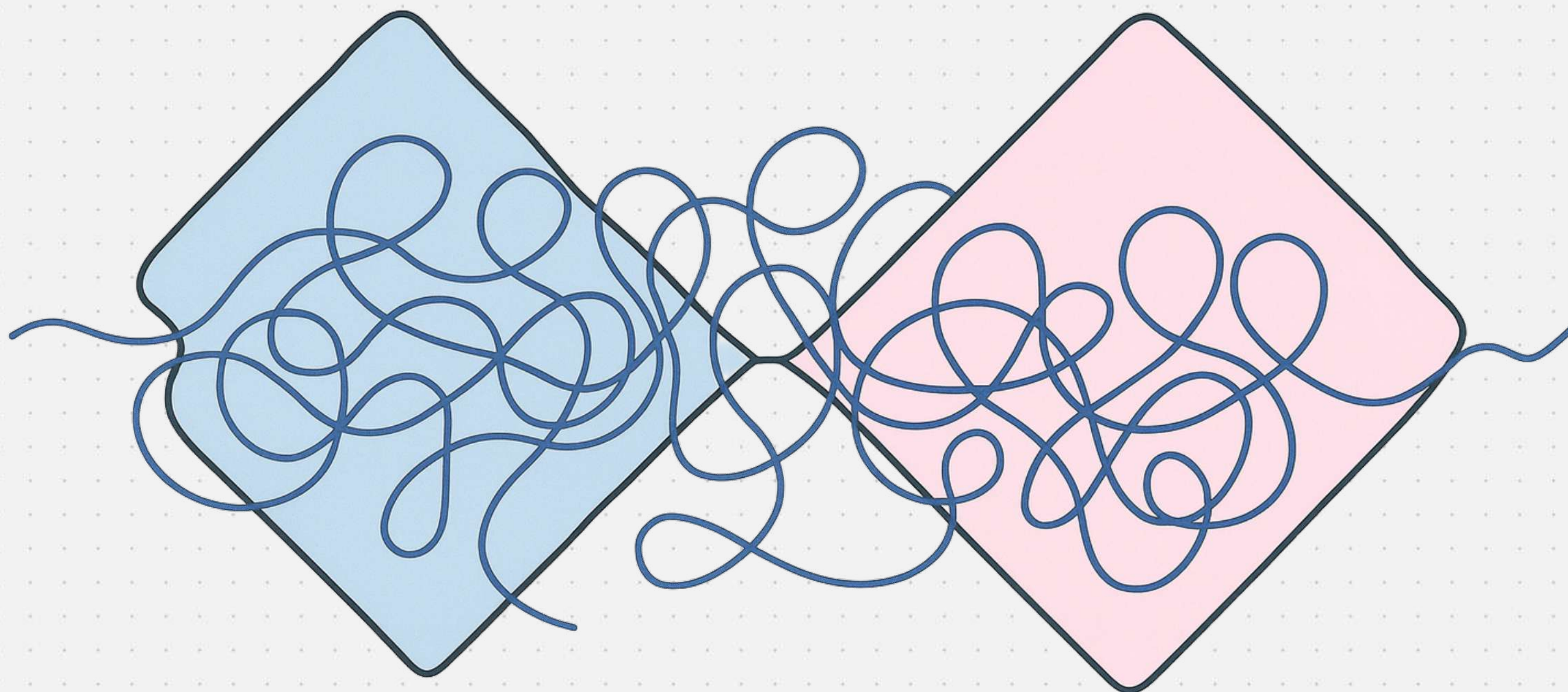


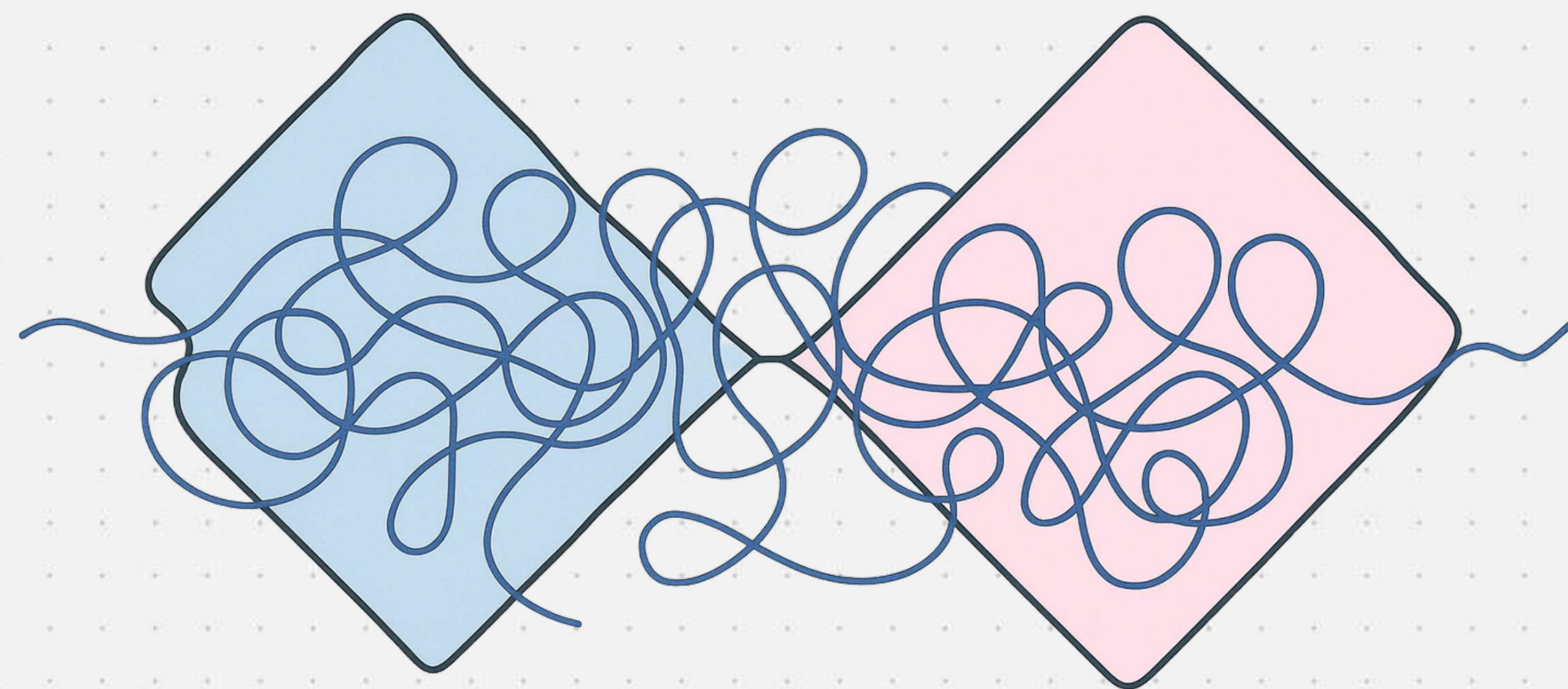
DISCOVER

DEFINE

DEVELOP

DELIVER





Business pressure

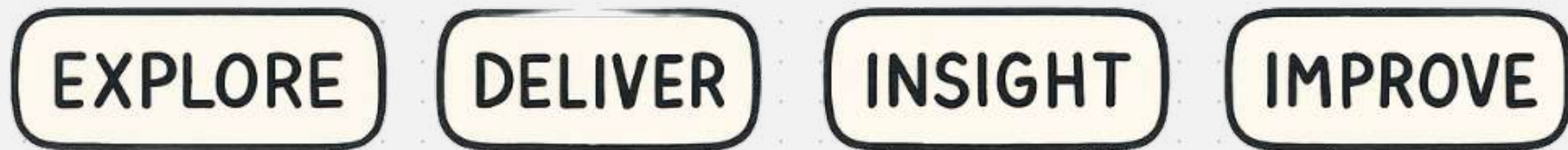
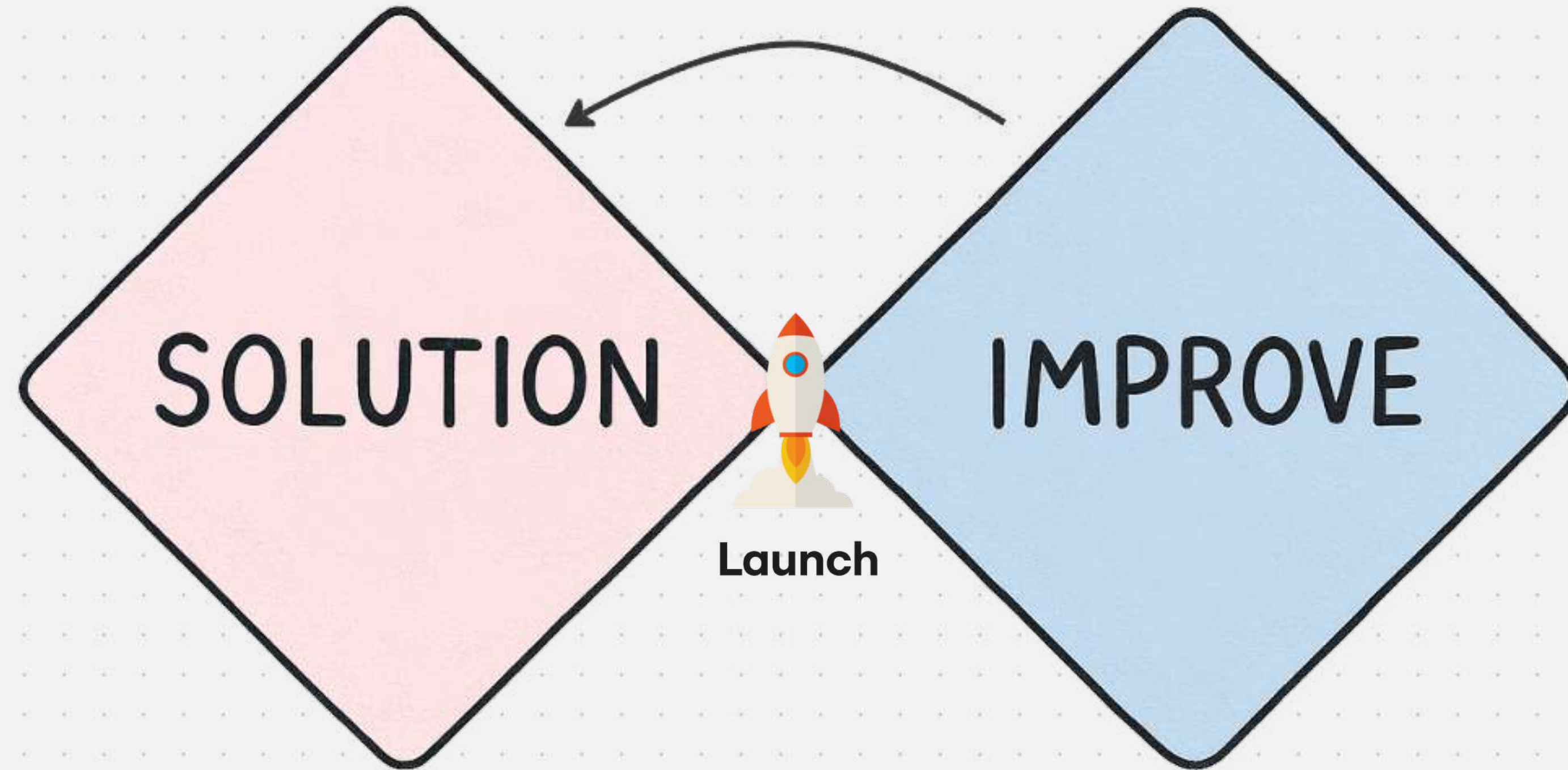
Stakeholders often don't understand-or don't have patience for-the value of proper research and exploration.

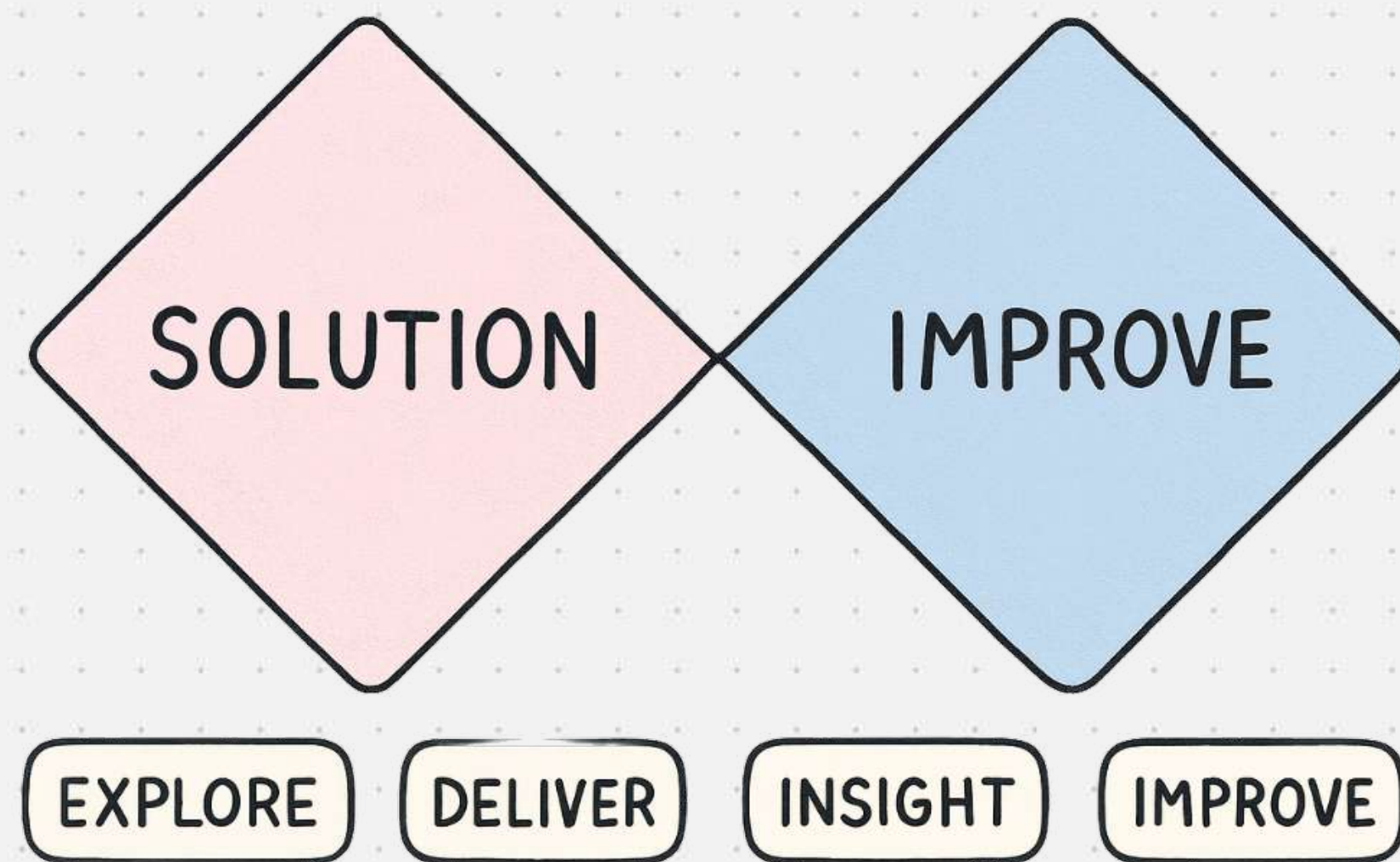
Changing priorities

Market shifts, leadership changes, or new data often force us to pivot mid way, breaking the neat symmetry.

Time and deadlines

Real-world projects rarely give us the luxury to explore broadly before narrowing down. Deadlines compress the process into shortcuts.





Speed

Decisions and validation happen in weeks, not months.

Market-first evidence

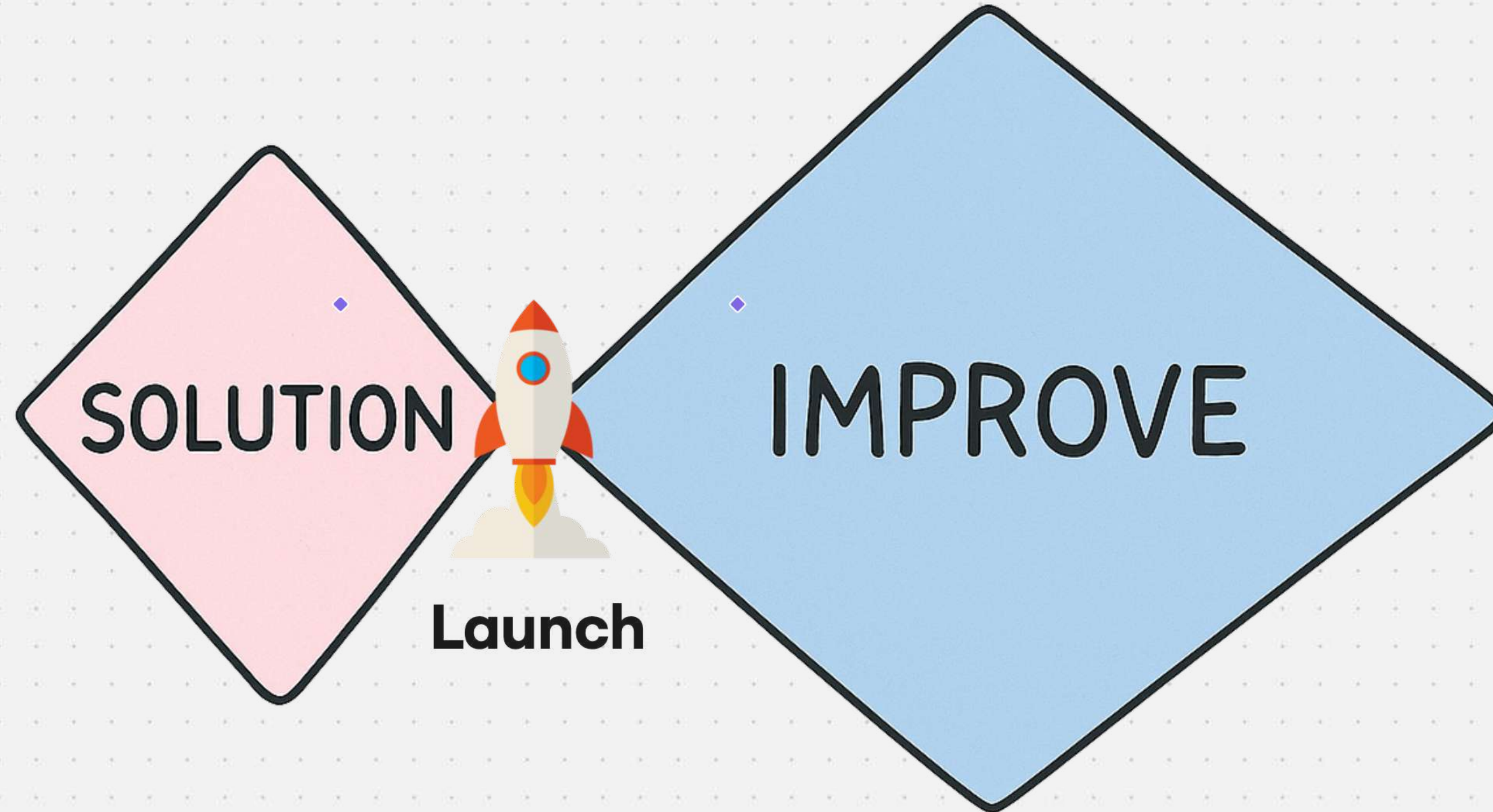
Instead of debating internally, the market tells you what's working.

Alignment

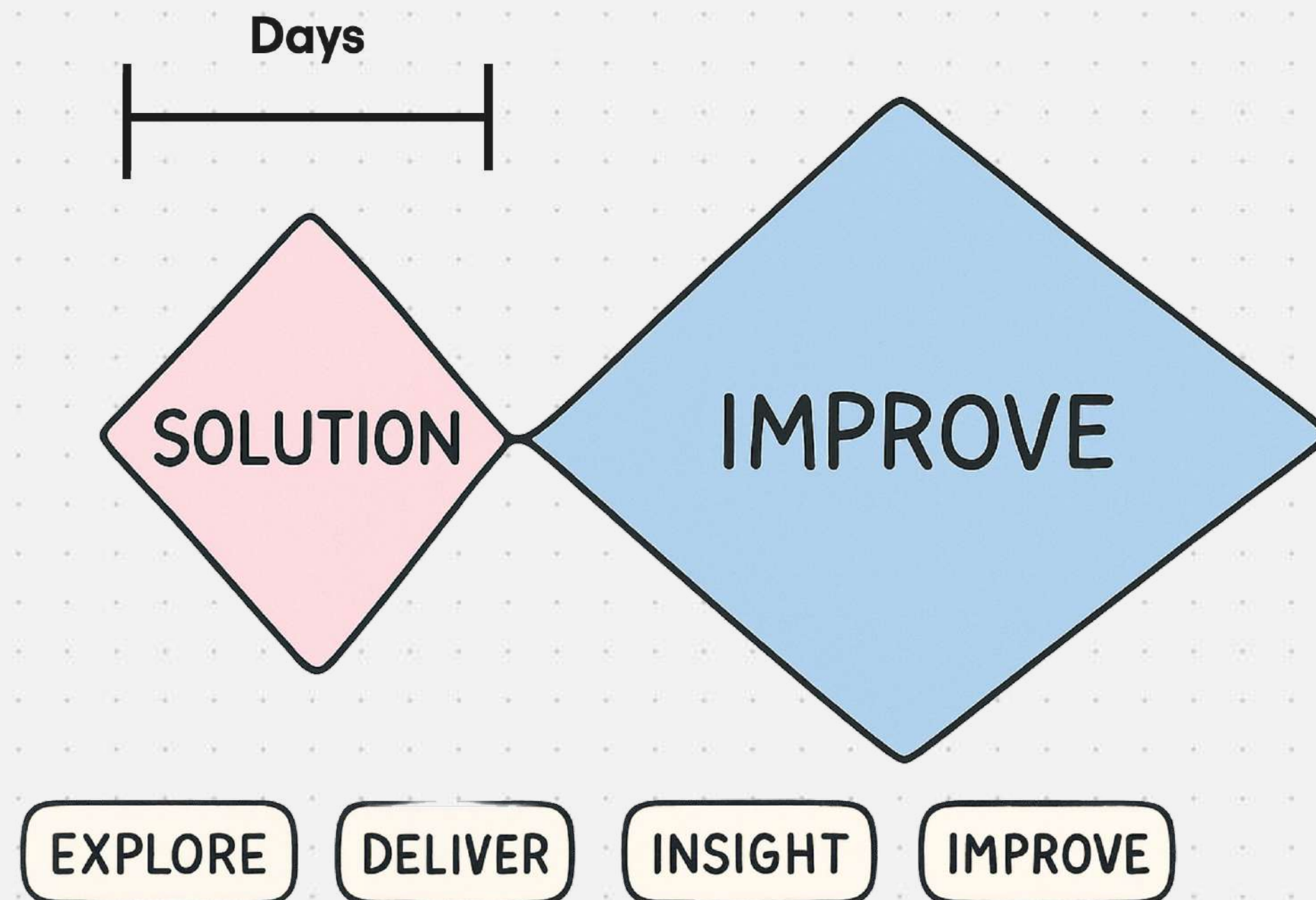
Leaders see progress, teams feel momentum, and everyone learns together.

Then AI comes...

(Which makes things even worse)



EXPLORE **DELIVER** **INSIGHT** **IMPROVE**



Even shorter design & dev time

Reverse Double Diamond still has some upfront design and research. Stingray skips straight to *shipping first*. Stakeholders see results immediately.

Immediate validation in market

With AI, a feature, copy, or prototype can be generated in minutes. No weeks of design cycles → stakeholders get to test with real users instantly.

Psychological win

Visible progress In stakeholder eyes, shipping = progress. The Stingray model delivers that constant dopamine hit of “we’re moving fast.”

But we have a few problem...

(Thanks god)

#1 Everyone is shipping the same thing

From the Community

Popular

Discover

Internal Tools

Website

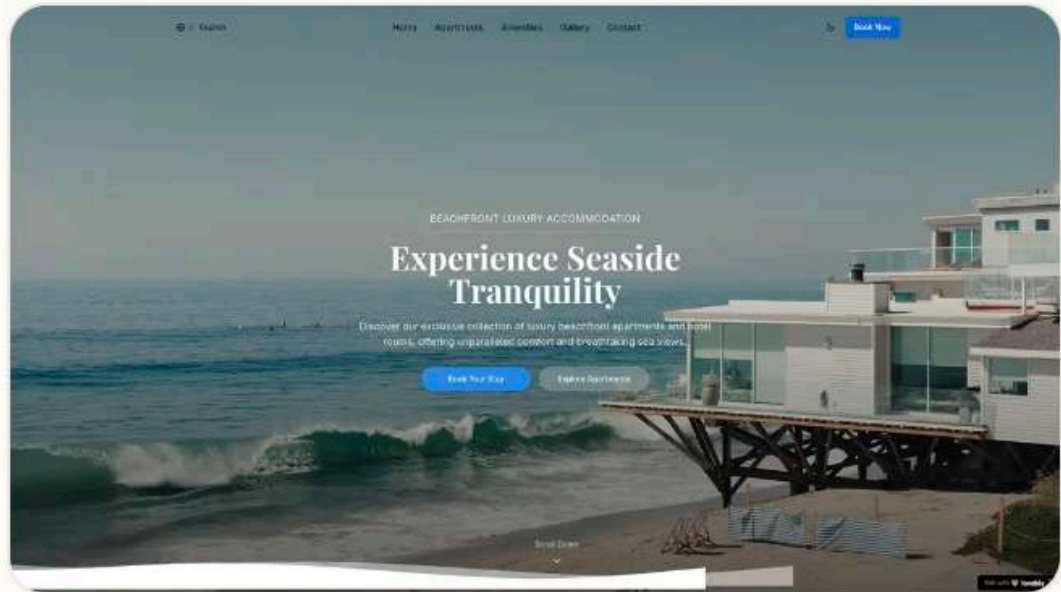
Personal

Consumer App


B2B App

Prototype

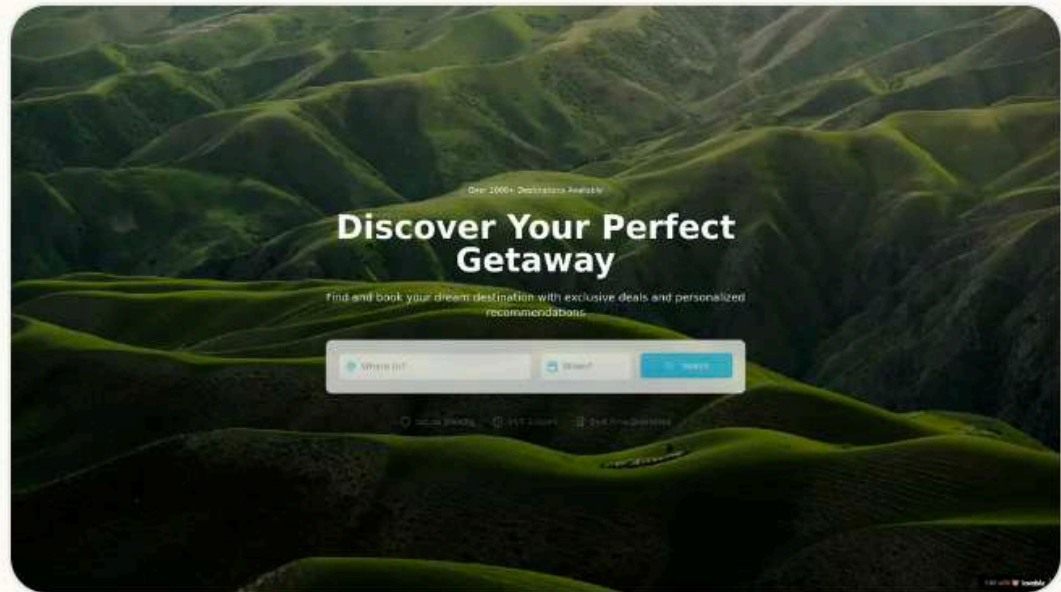
View All



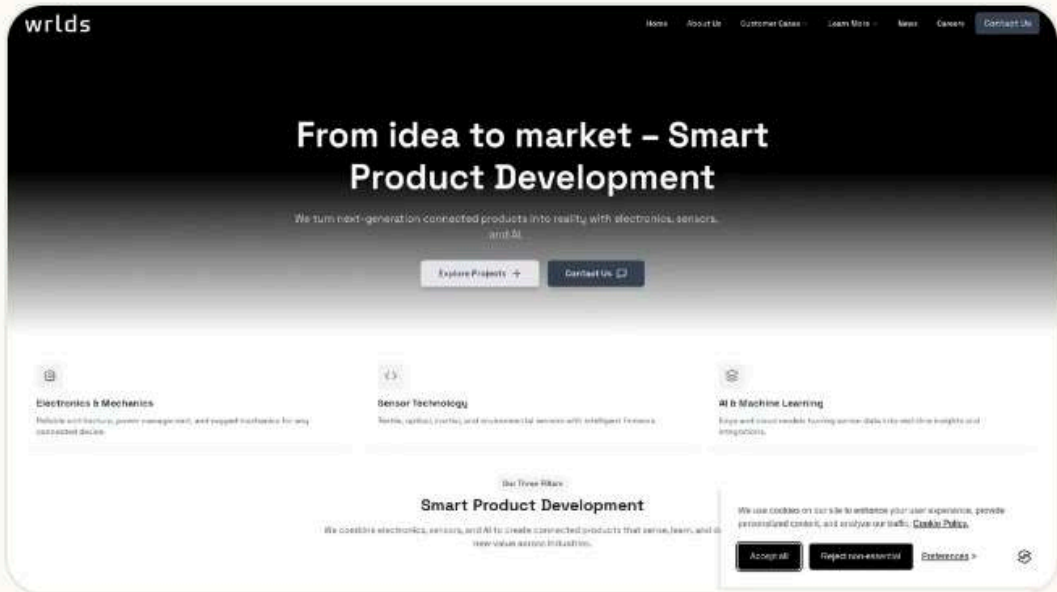
modern-seaside-stay
10126 Remixes



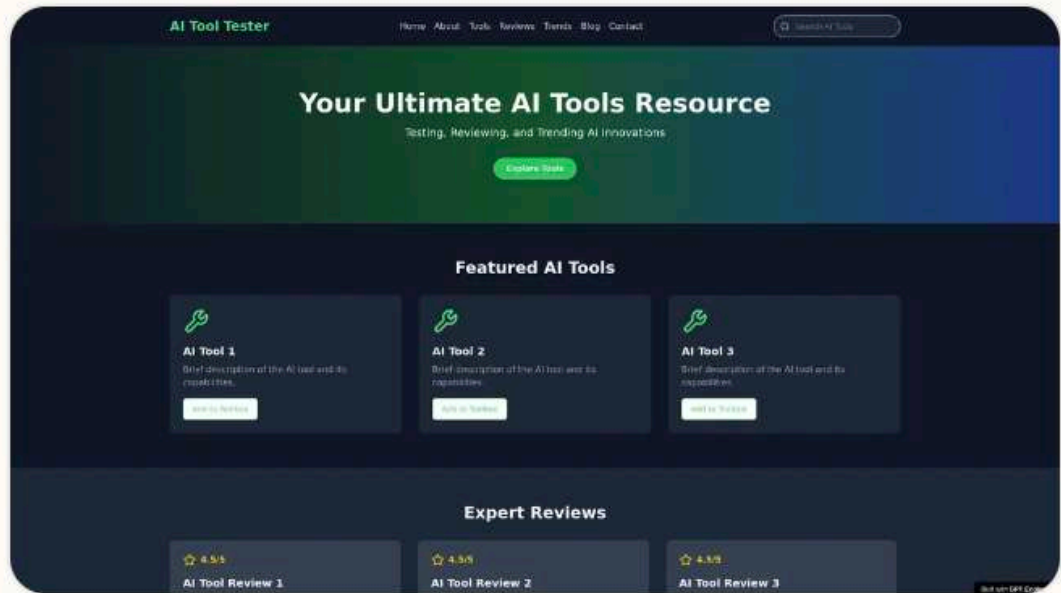
adventurous-resort-hub
1060 Remixes



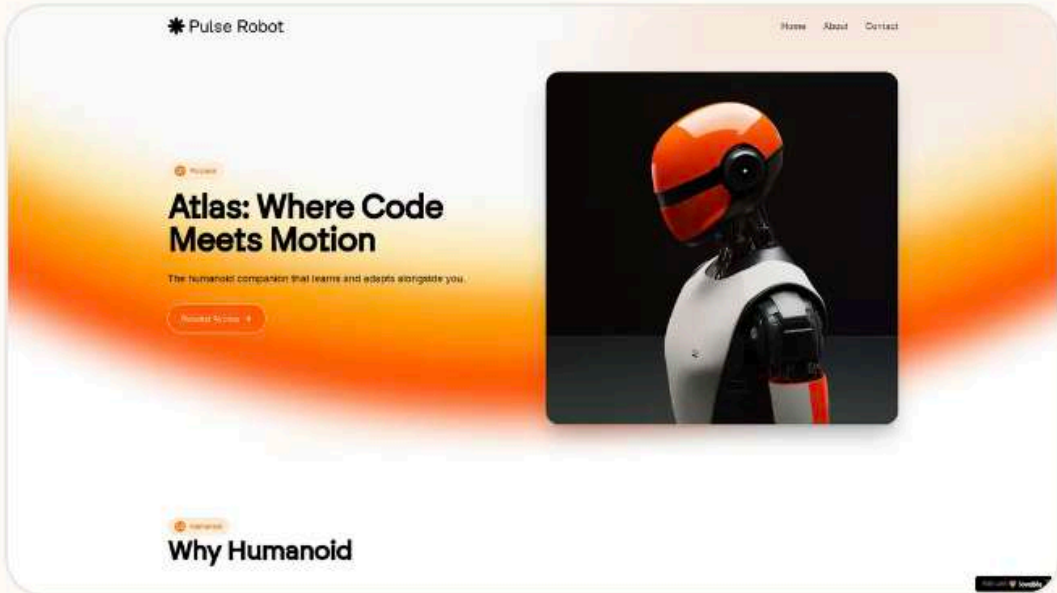
hero-optimizer-travel
688 Remixes



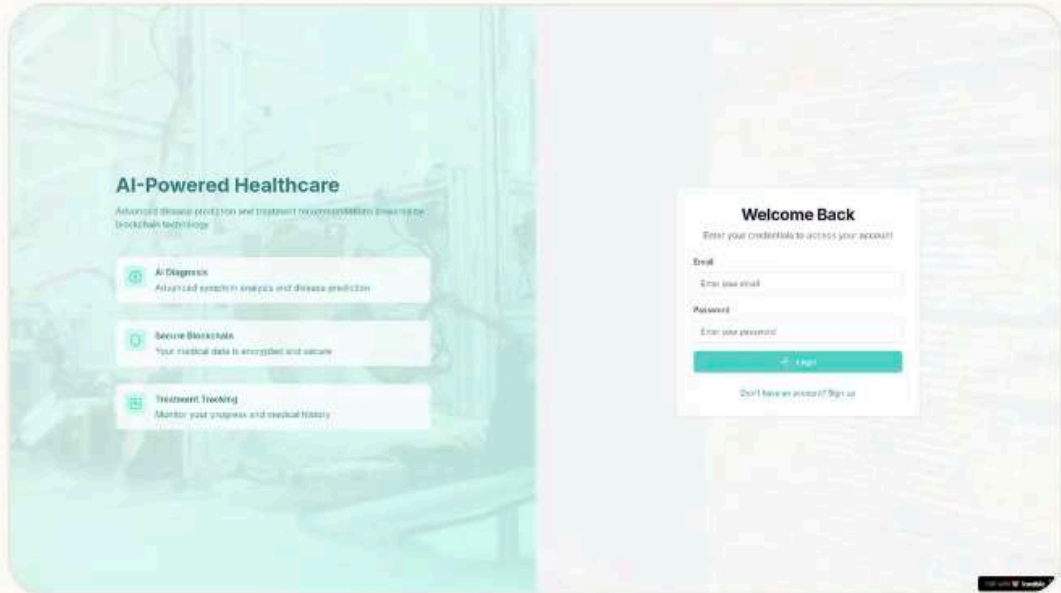
wrlds-ai-integration
11183 Remixes



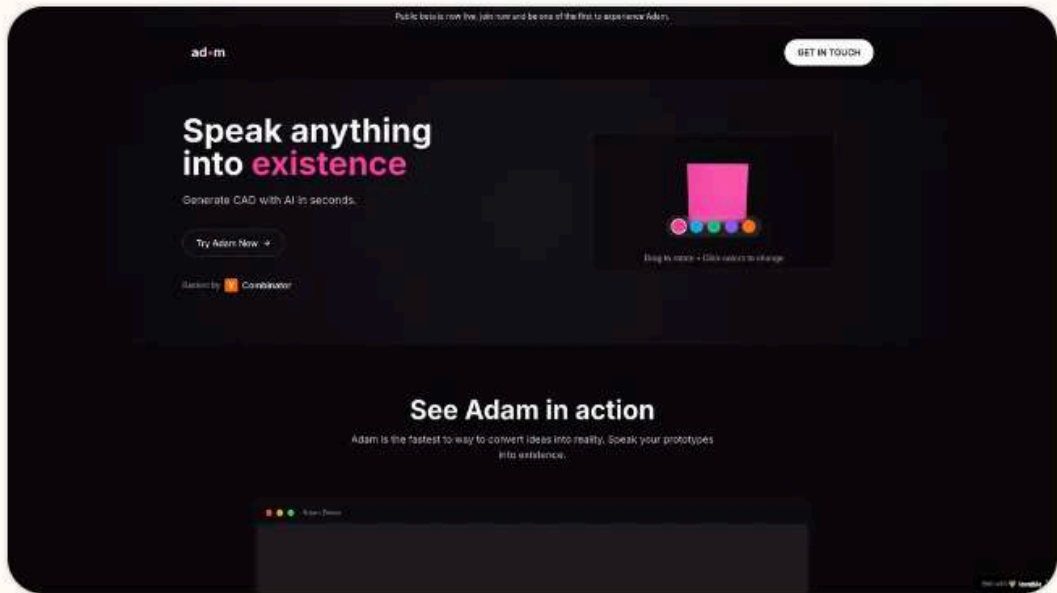
ai-tool-hub
778 Remixes



pulse-robot-template
31323 Remixes



ai-medico
1458 Remixes



webfront-duplication
995 Remixes

#2 *Difficult to maintain*

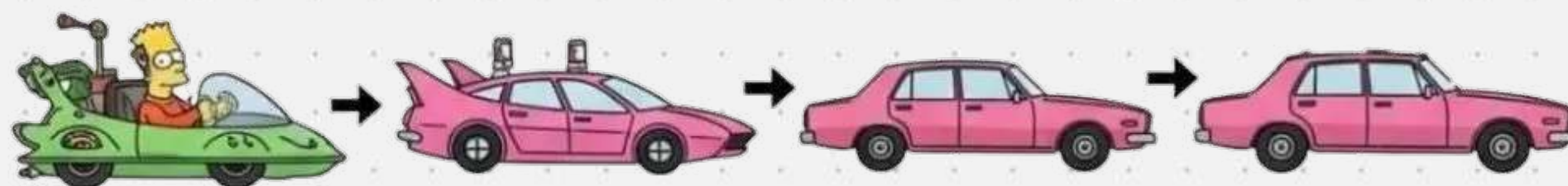
WATERFALL



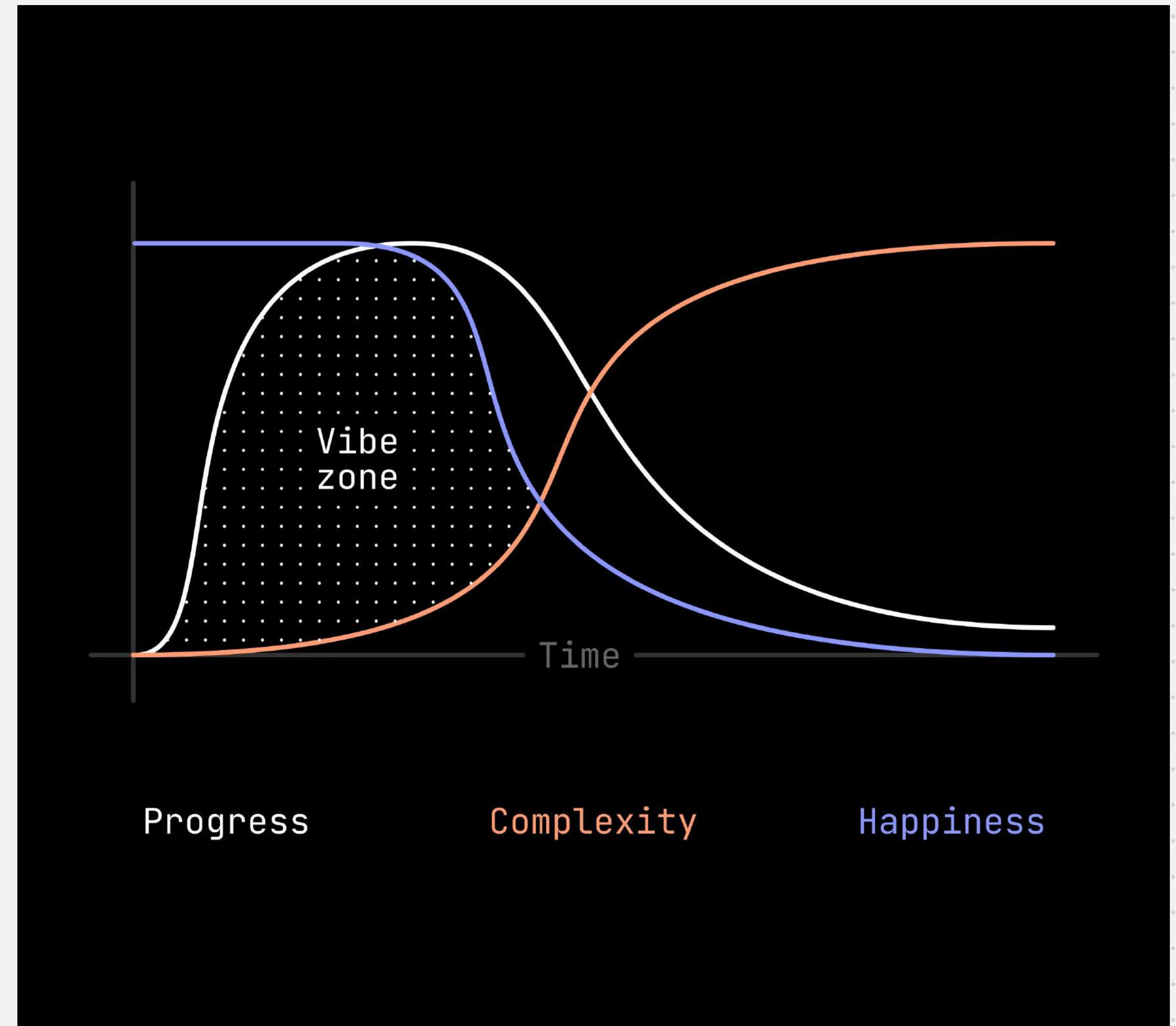
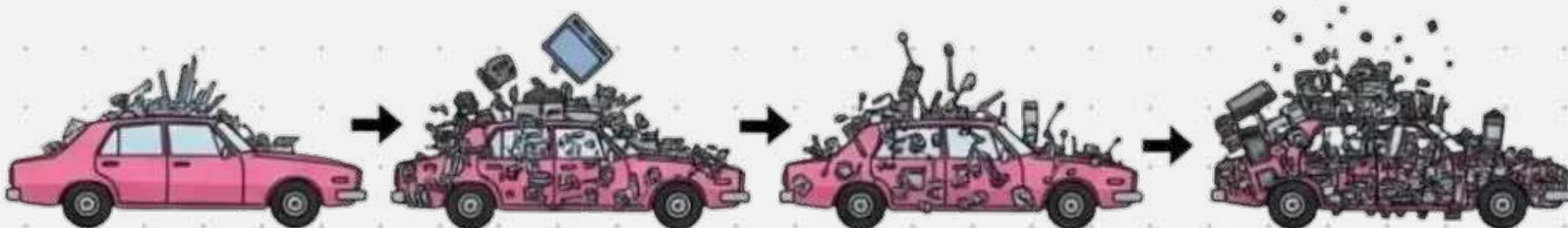
AGILE



AI



VIBE CODING



#3 All the hidden cost...

Data from MIT studies:

- **8× increase in duplicated code blocks (GitClear, 2020–2024)**
- **2× increase in code churn (lower quality, more rework)**
- **7.2% decrease in delivery stability (Google DORA, 2024) when AI use increased by 25%**

AI-generated code = “borrowing at a higher interest rate” → faster short-term output, but crippling long-term cost

***“The Golden Age of
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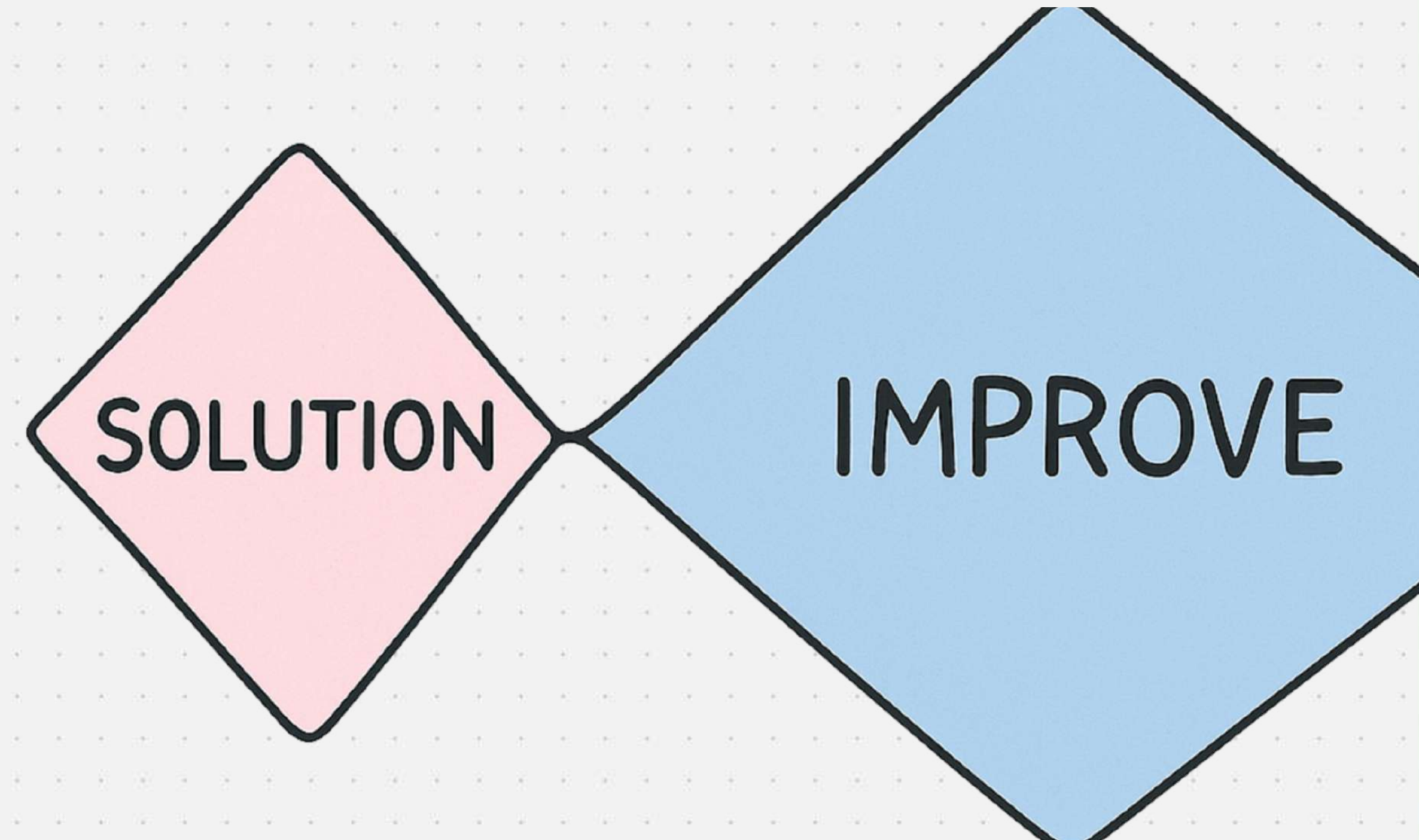
People finally noticed

Context is the key to differentiate

AI only reflects the input it's given.

To create differentiated output, you need differentiated context — built from customer data, personal insights, behavioral patterns, and a deep understanding of the why behind user needs.

Context



***And that's something AI
can't replace...***

(Context + judgment + taste + empathy = Designer)



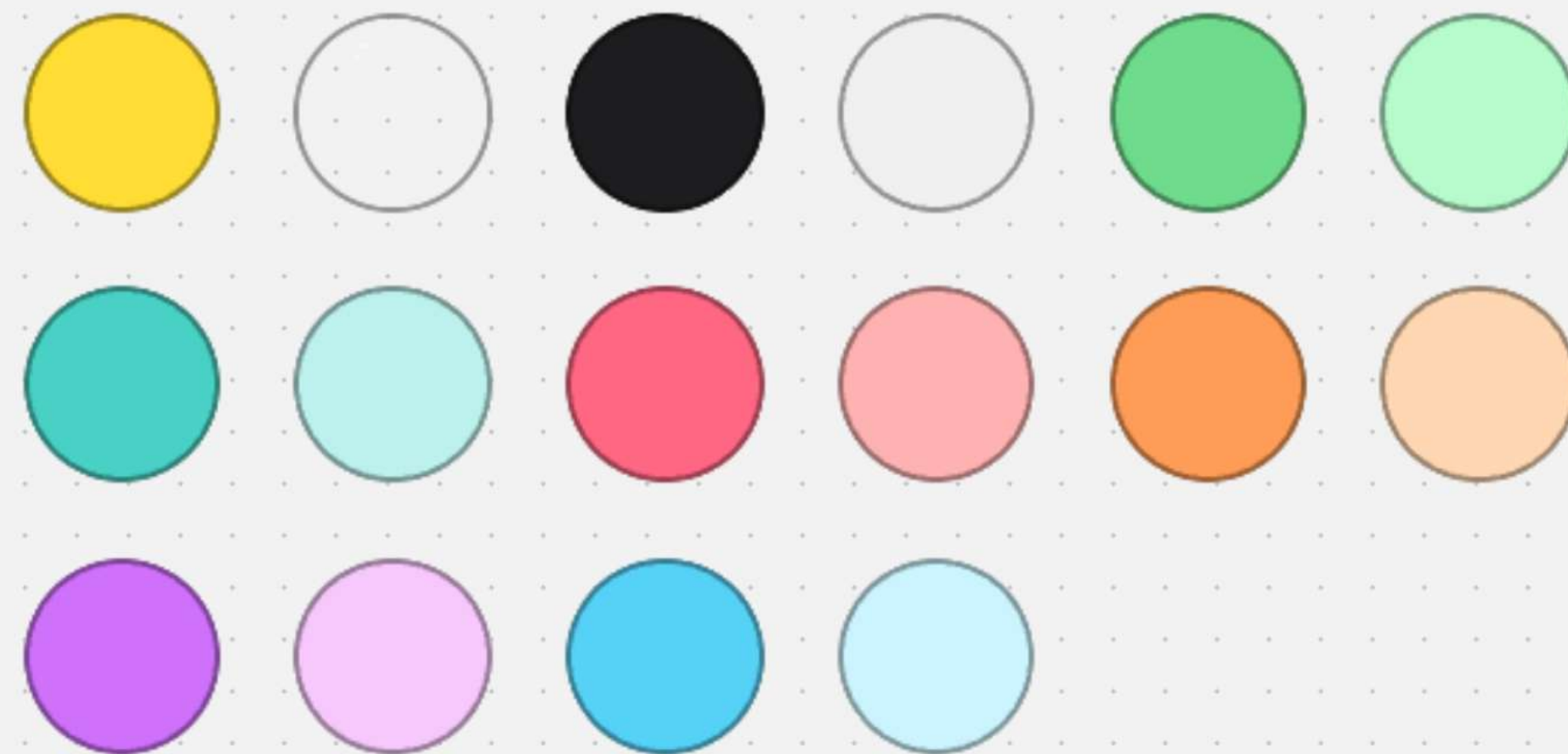
Do you like mountain or sea?

I don't have personal preferences, but I can help you weigh the pros and cons of each! If you had to choose, would you go for:

- **Mountains** – for hiking, peace, cooler air, and epic views?
- **Sea** – for swimming, sunshine, and the sound of waves?

What do you prefer?

What's your favorite color?

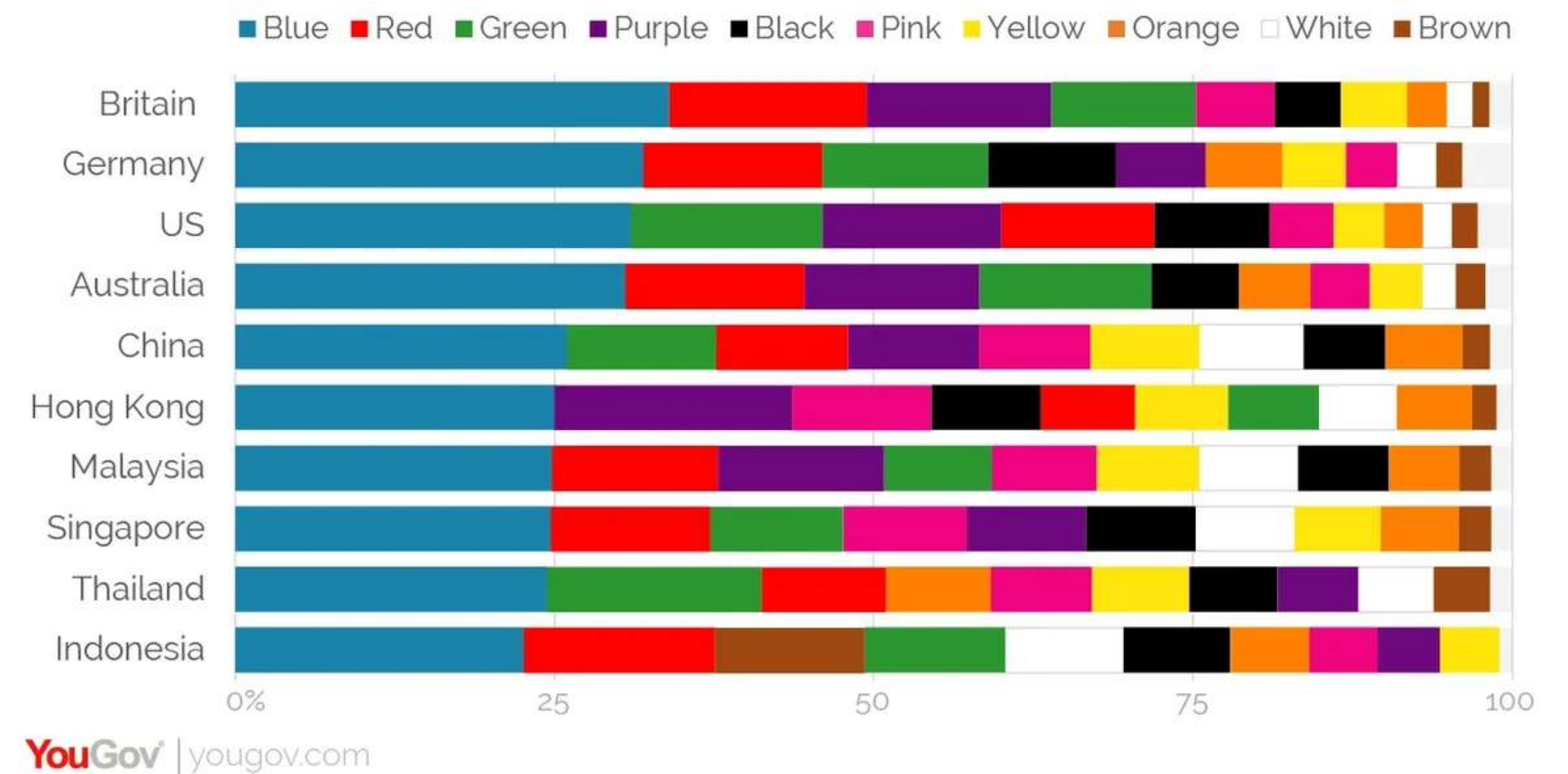


Pick a favorite color

Alright, I'll go with **blue** — like the color of the ocean at dusk. Feels calm, focused, and a bit mysterious.

Blue planet

Which one of the colors listed below do you like the most?



***Pick a random
number from 1-50***

Gemini

2.5 Flash

PRO



Pick a random number between 1 and 50.

◆ How about 27?



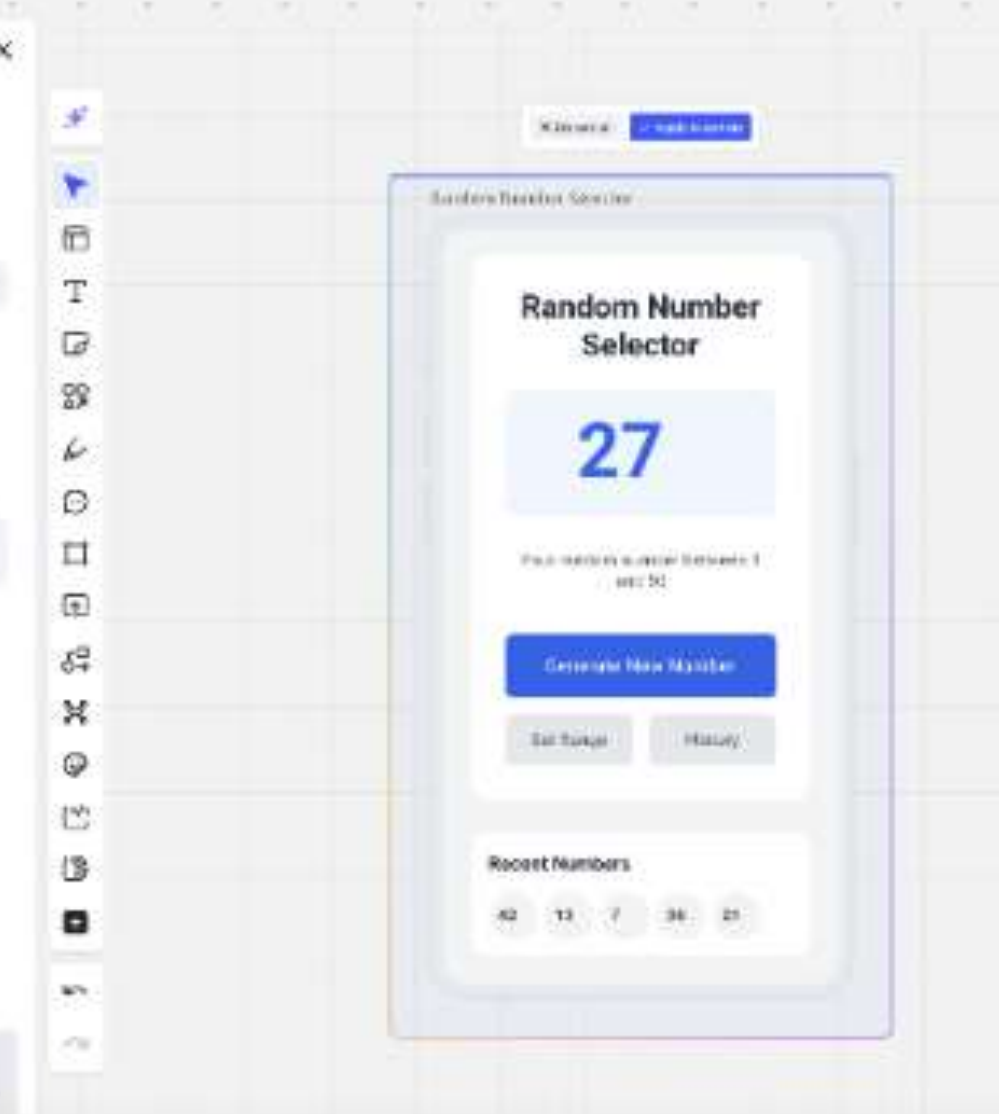
ChatGPT 4o

Share



Pick a number between 1 and 50.

Sure—let's go with 27.



***AI is generic
by nature***

***Designers are
opinionated by nature***

Designers are trained to:

- Listen
- Connect
- Imagine

AI is trained to:

- Process input
- Predict patterns
- Generate outputs

AI averages.

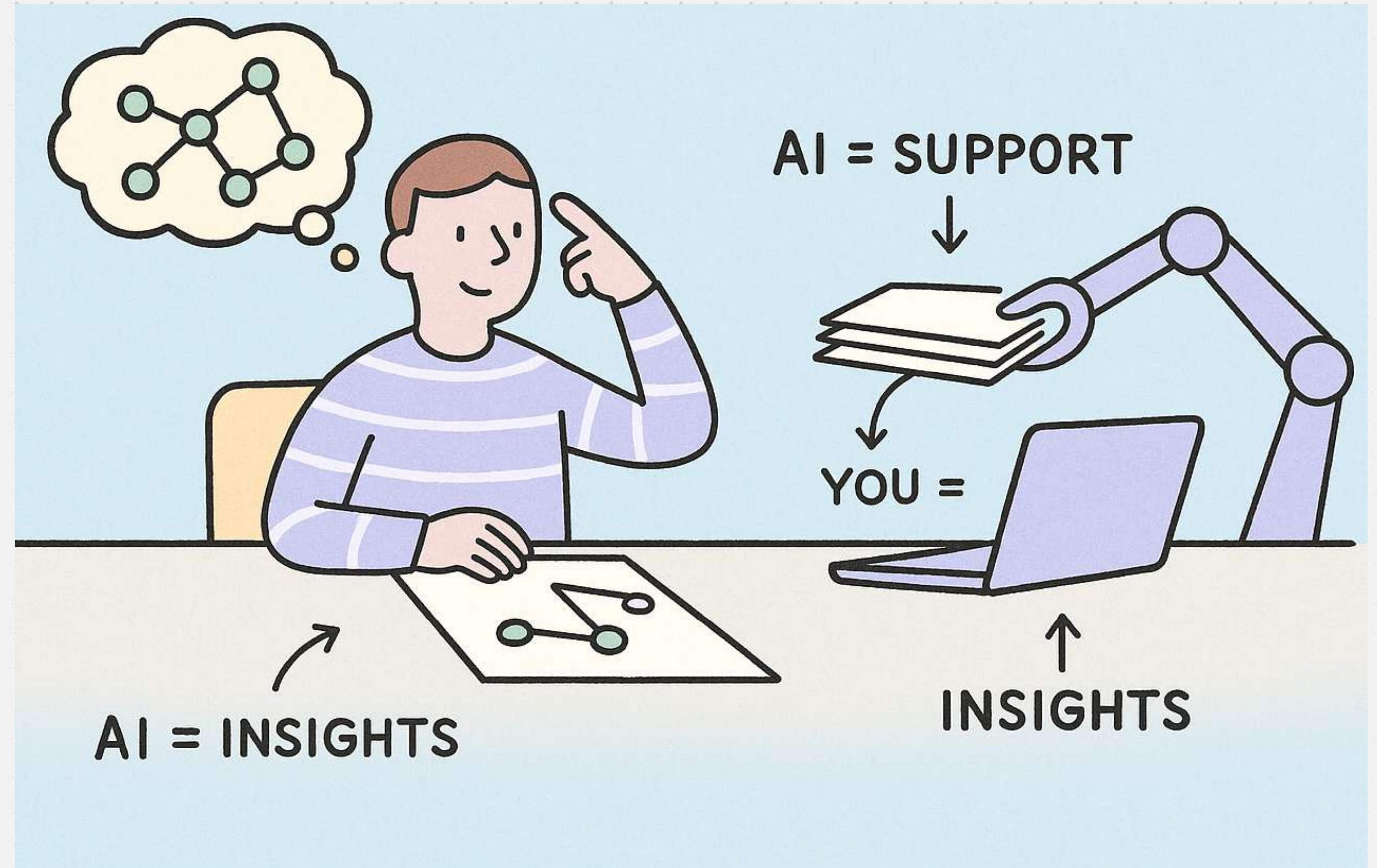
Designers differentiate.

***“The Golden Age of
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Tips #1 ***Keep the thinking yours***

AI is great for the boring stuff like summarizing or drafting.

But the thinking part, the connecting the dots part, that has to stay with us. Don't hand that over.

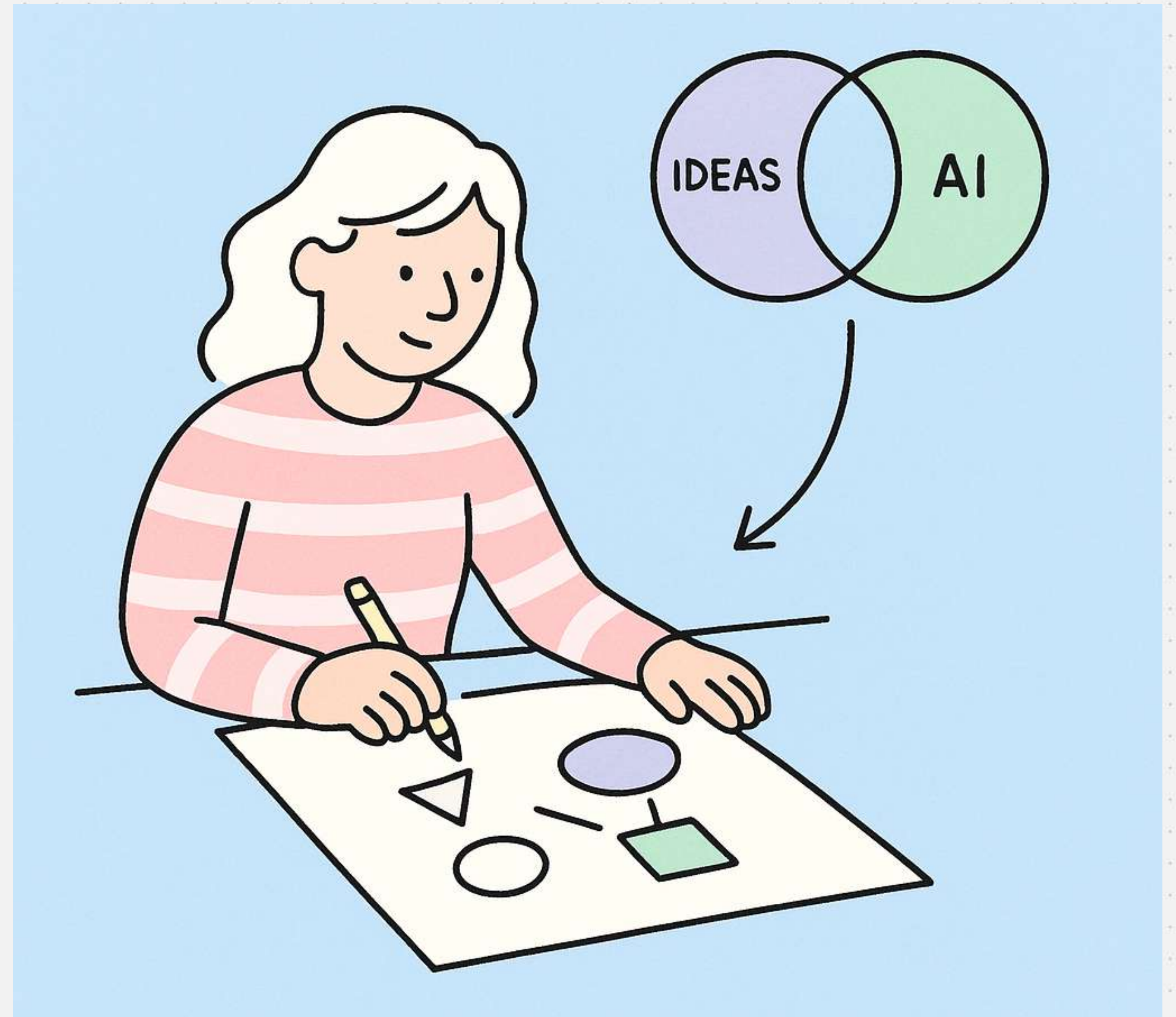


Tips #2

Put pen to paper first

Before jumping into AI, sketch your ideas. Sketching forces you to clarify intent and intuition.

Once you know *what* you want, AI can help accelerate the *how*.



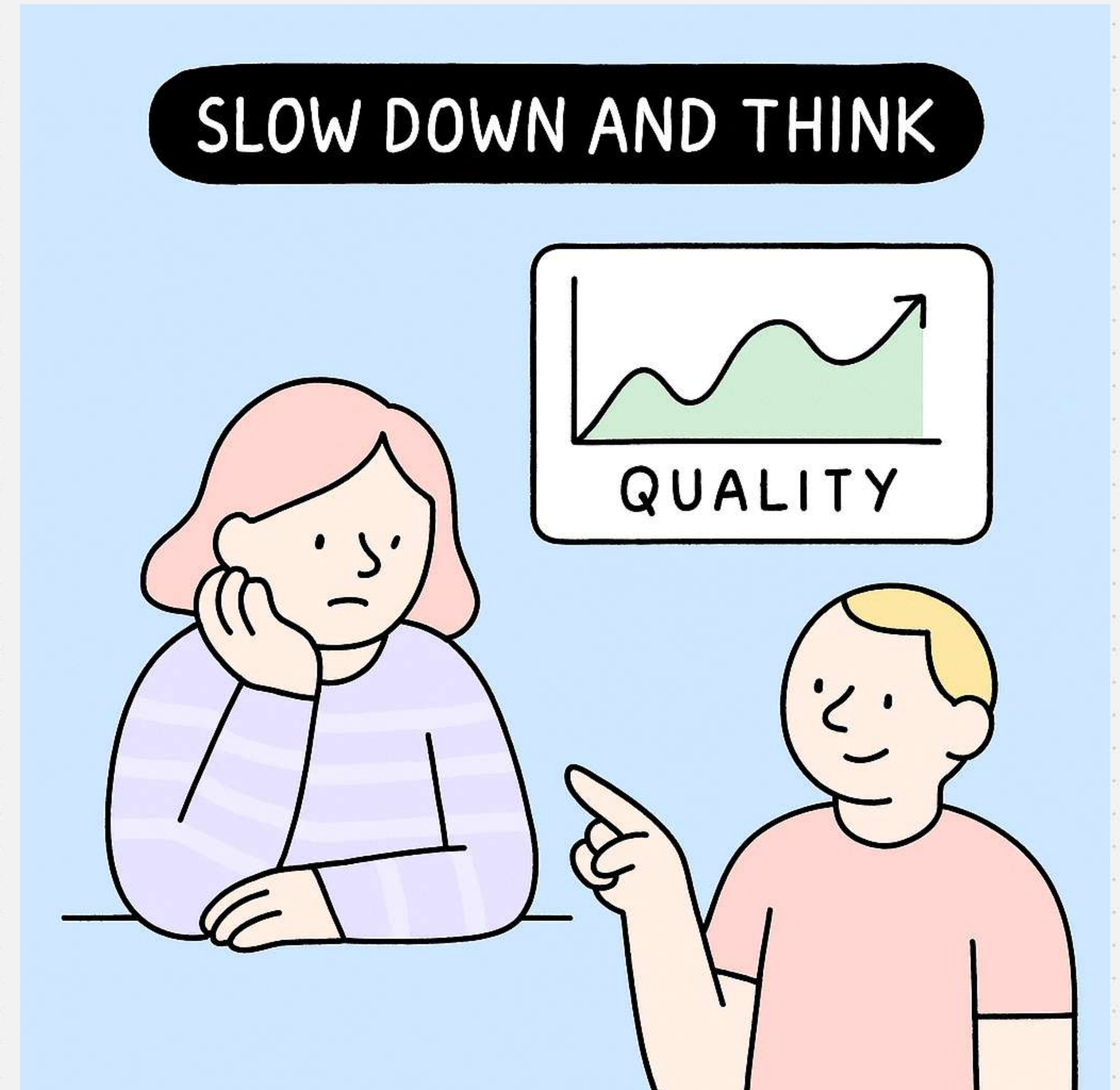
Tips #3

Ask questions before tools

Start with questions:

- What needs to be true
- What experiment should run
- What prototype is needed

Only after that decide which tool makes the most sense.



Tips #4

Be comfortable with taking time to think

Rushing to output usually means rework later.

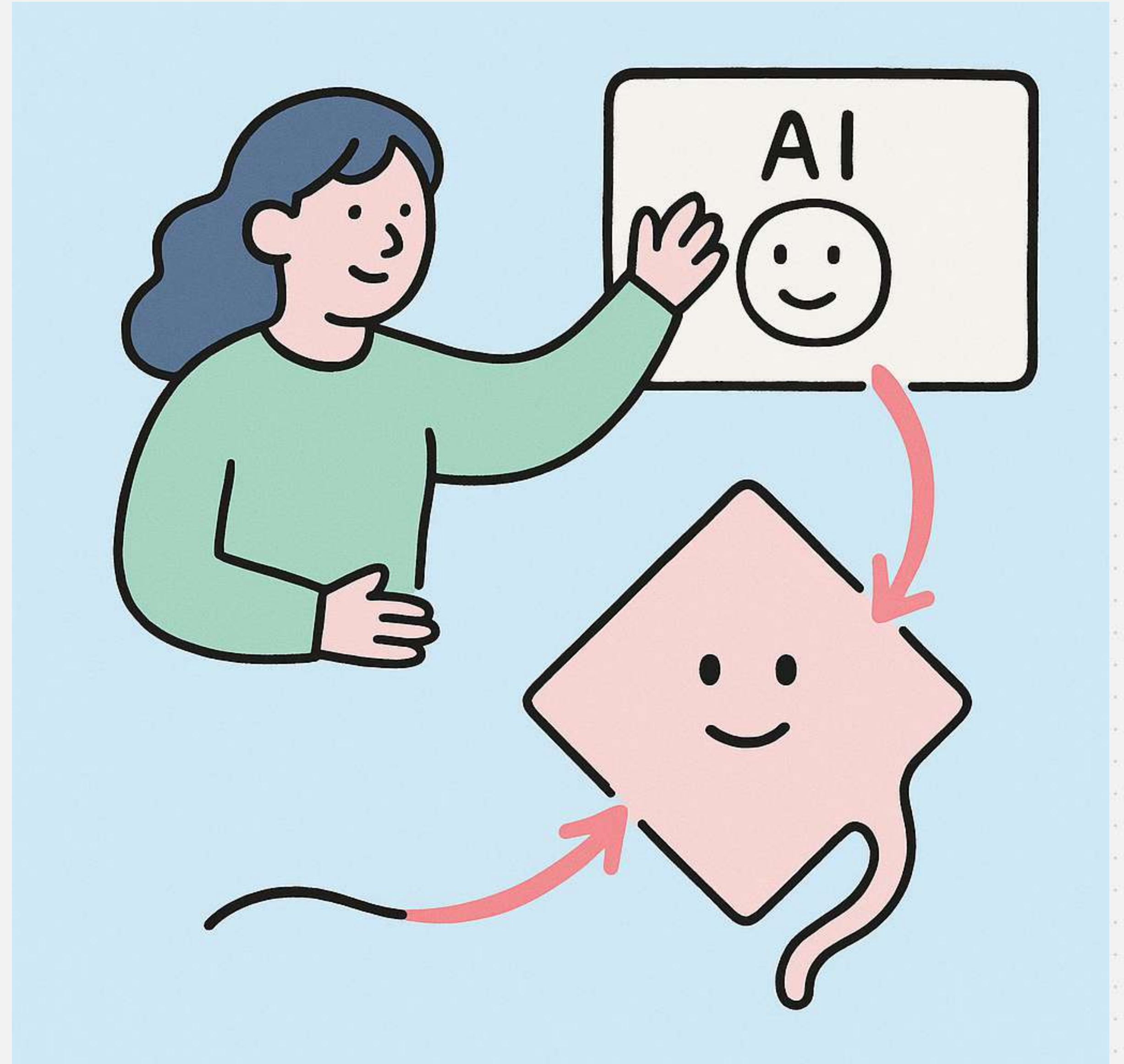
Slowing down to think critically saves time, avoids waste, and leads to insights that stand out.



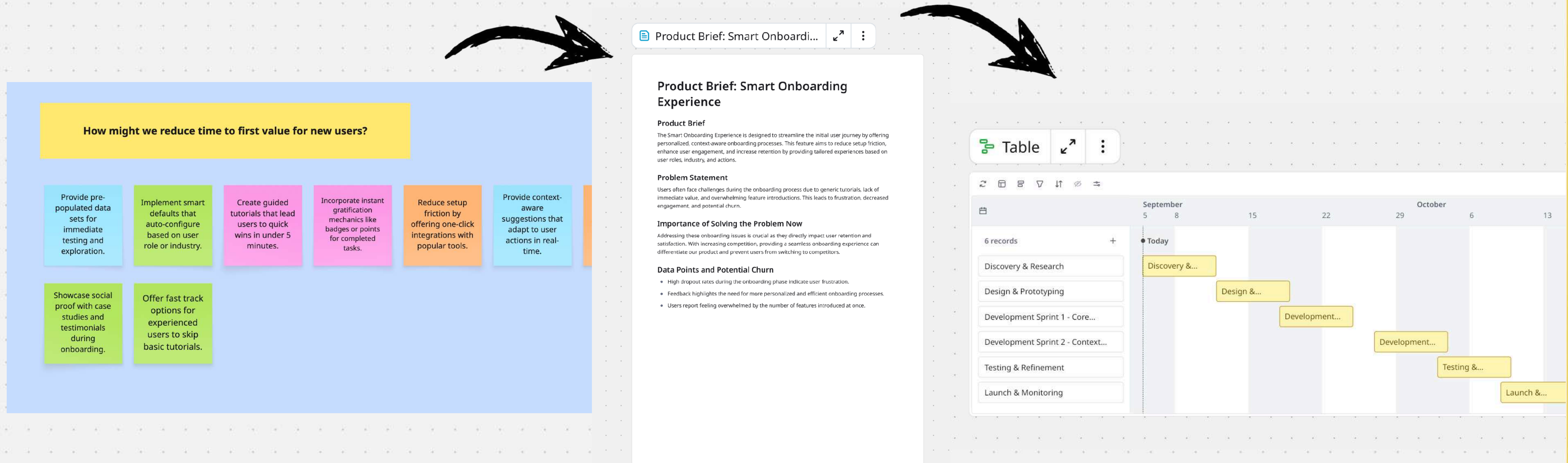
Tips #5

Treat AI like a teammate, not a replacement

AI is useful for generating options and speeding up the process, but creativity, empathy, and context stay with the designer.

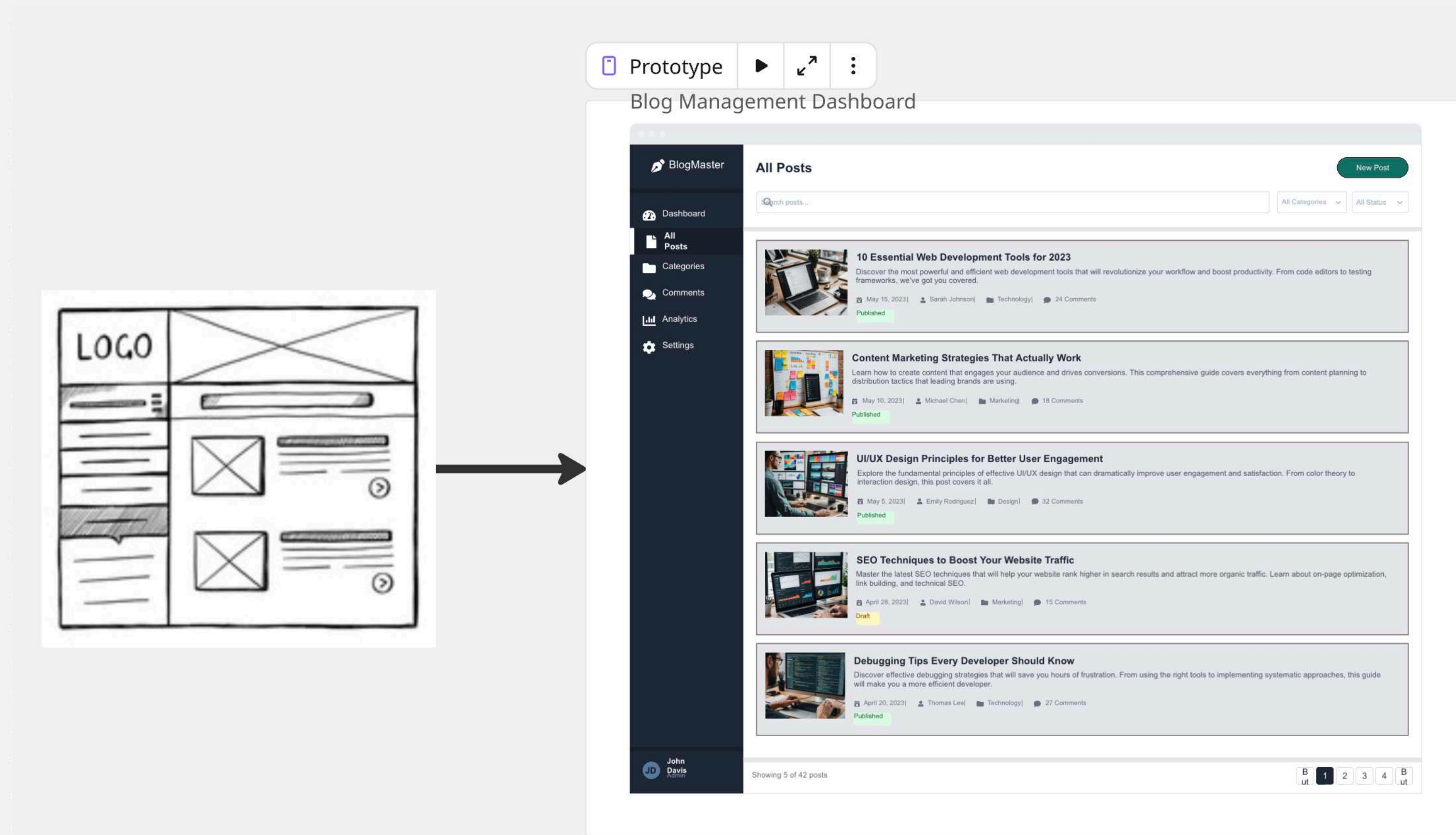


Example at Miro



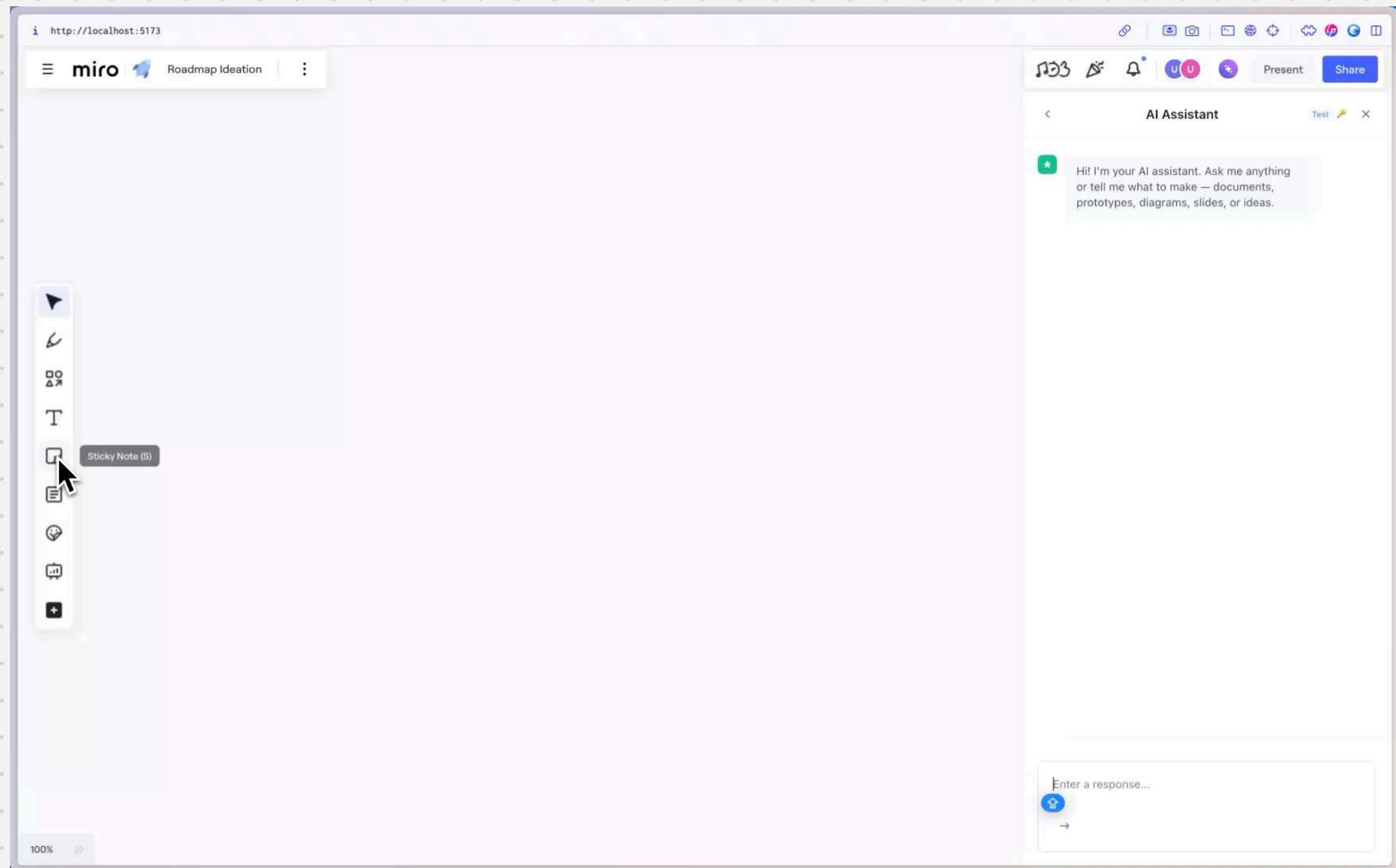
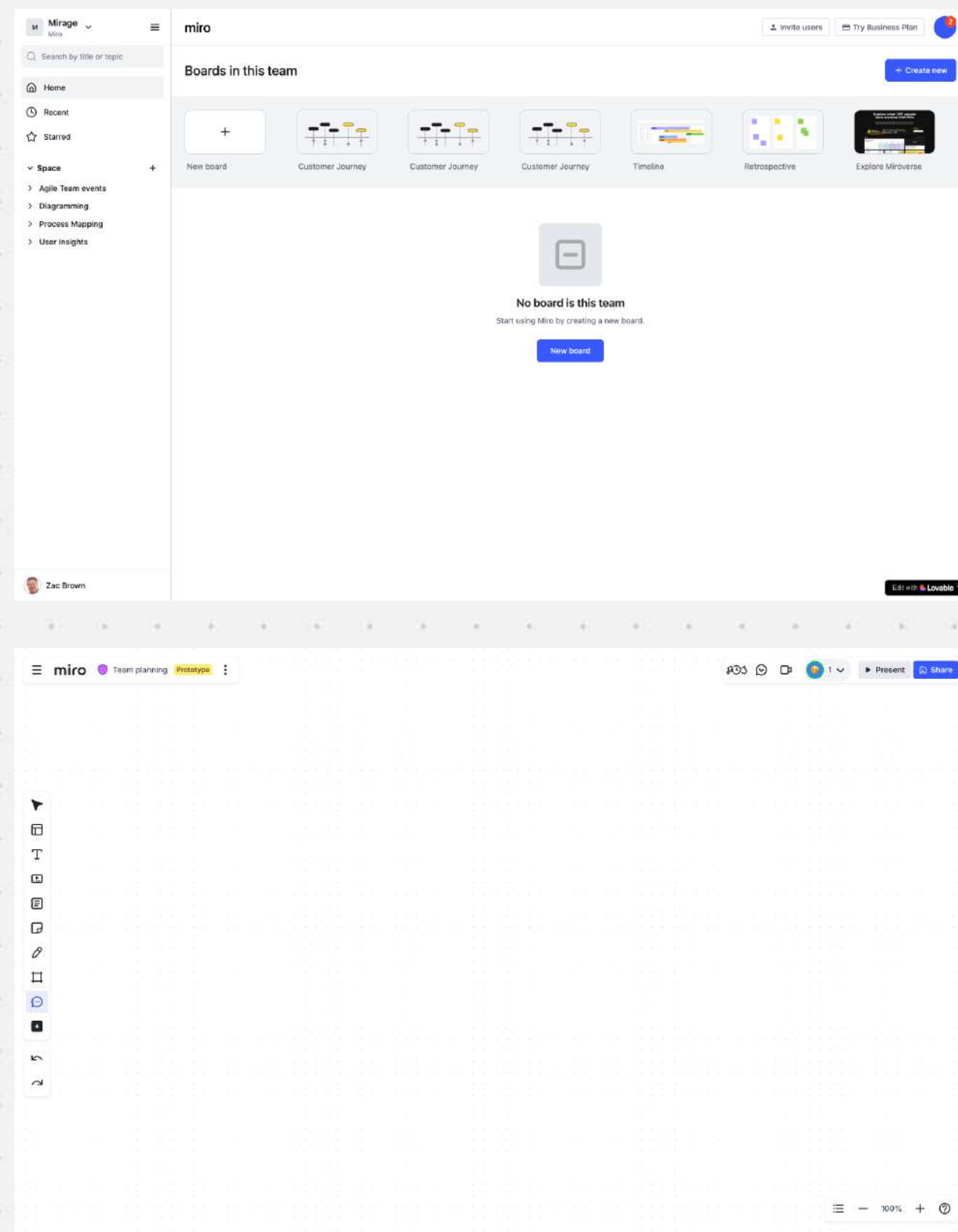
We start with PMs and engineers — discussing initiatives, brainstorming, and sketching together. Then we use AI to turn sketches into prototypes, and tools like Replit or Lovable to make them interactive.

Example at Miro



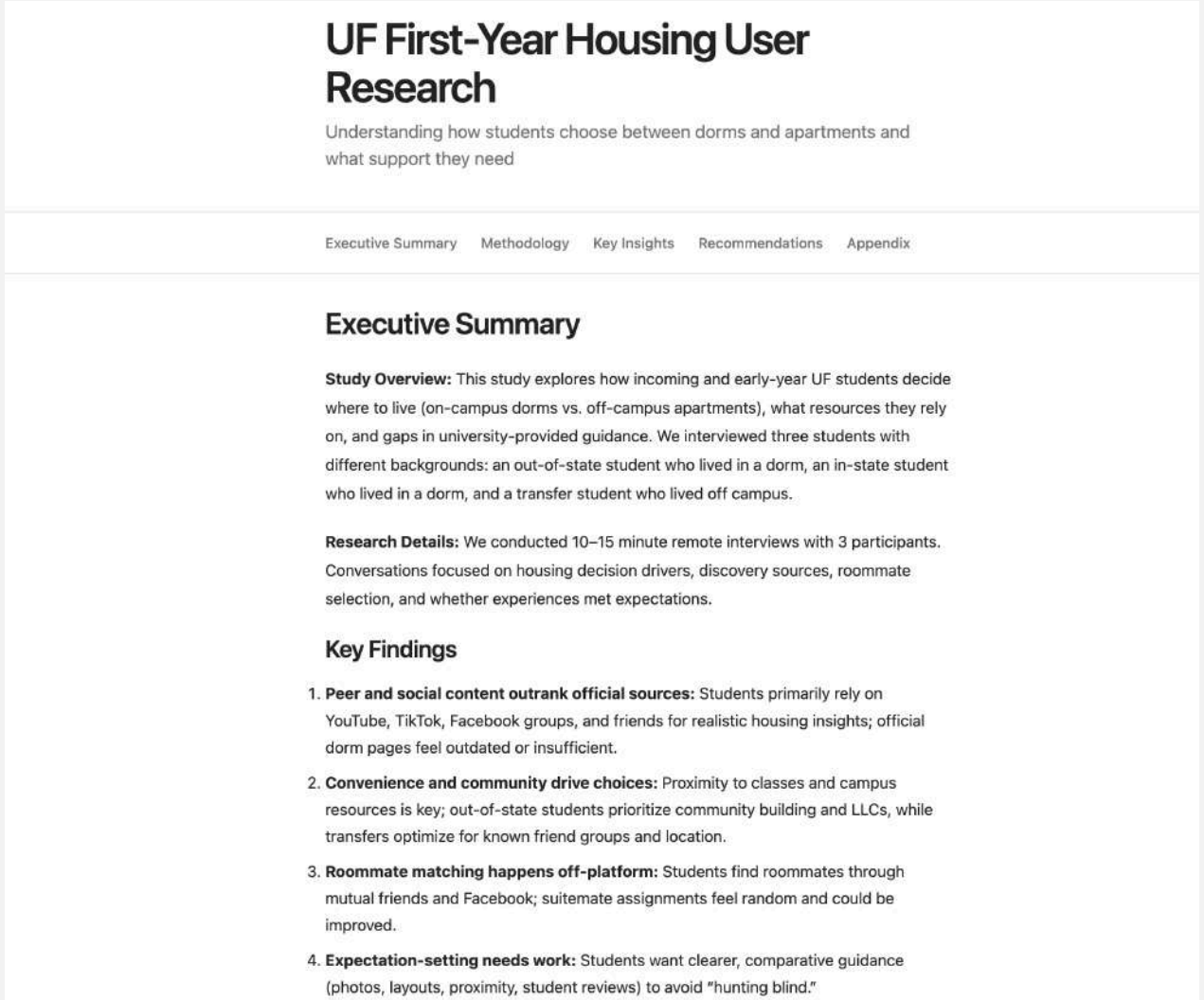
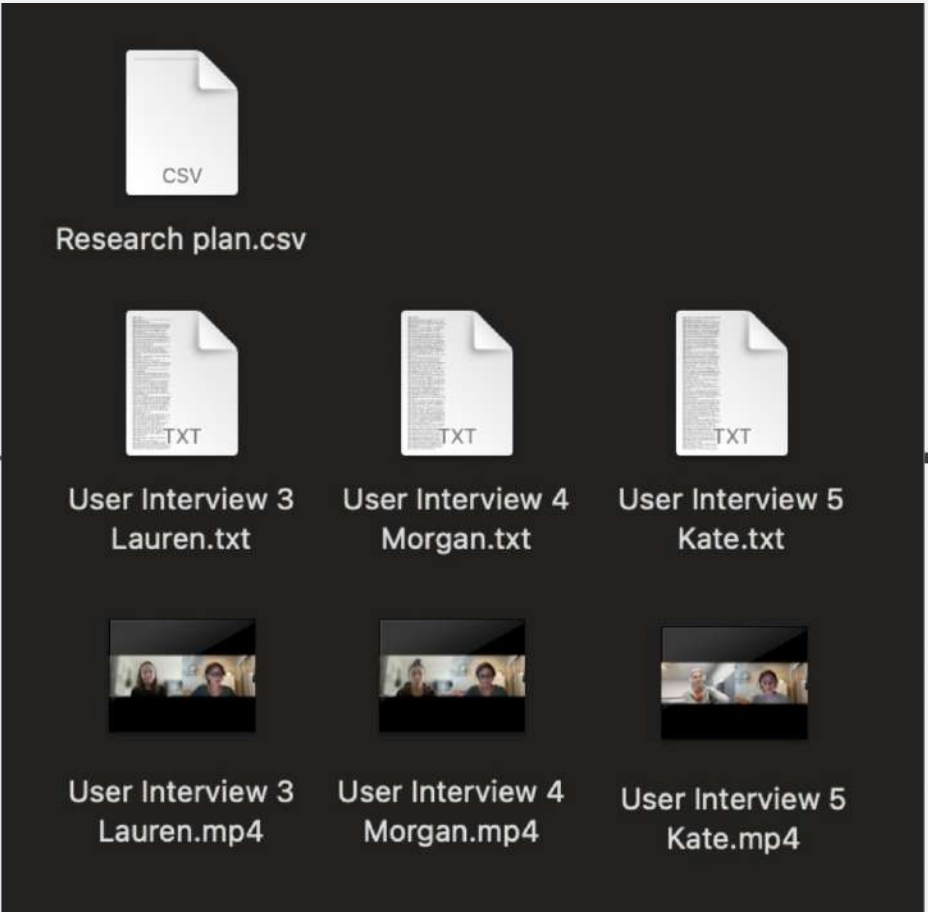
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User Research process



We talk with users directly to understand their needs and motivations. Then, AI helps us synthesize customer data and personal insights.

UF First-Year Housing User Research

Understanding how students choose between dorms and apartments and what support they need

[Executive Summary](#) [Methodology](#) [Key Insights](#) [Recommendations](#) [Appendix](#)

Executive Summary

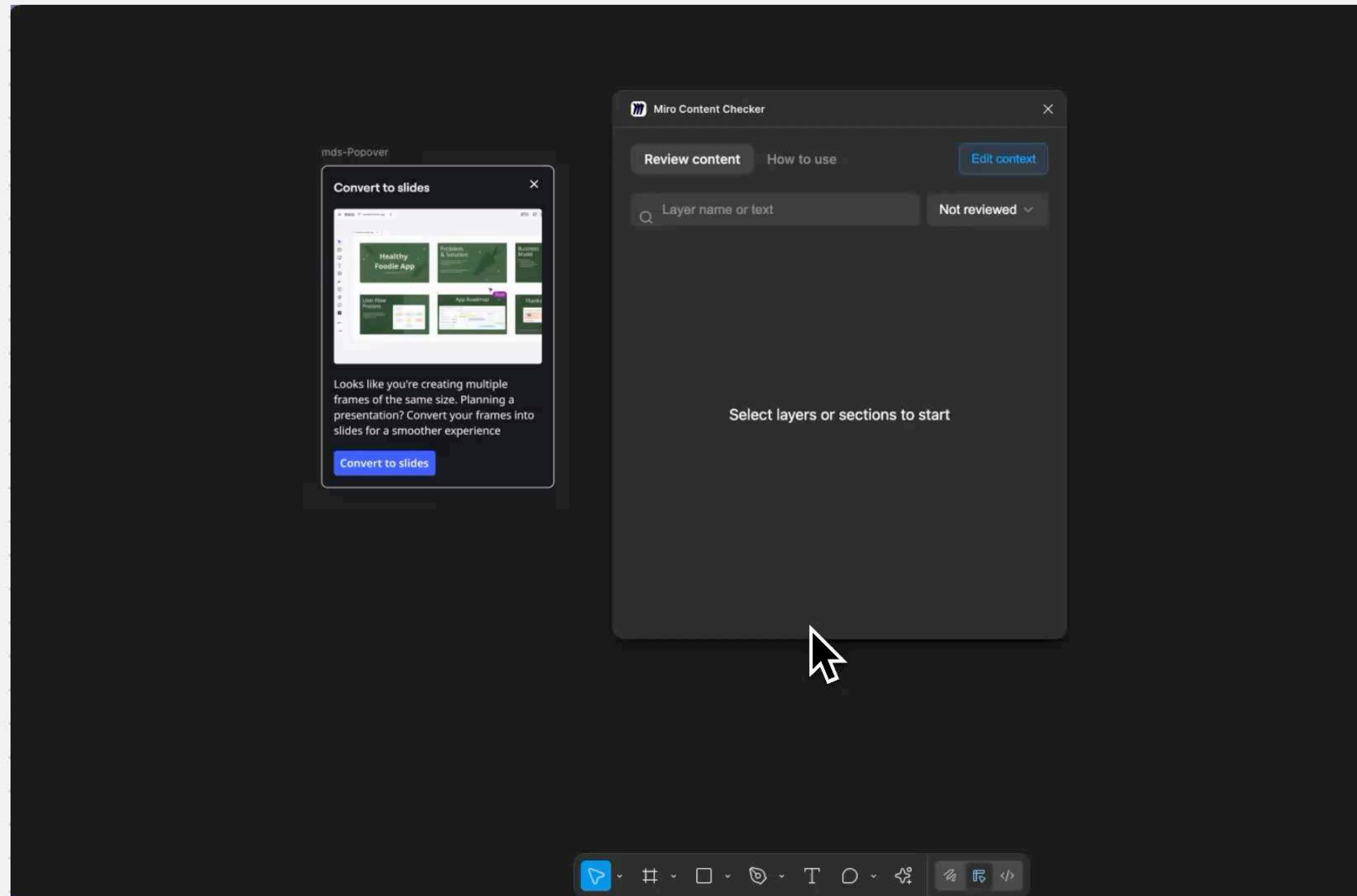
Study Overview: This study explores how incoming and early-year UF students decide where to live (on-campus dorms vs. off-campus apartments), what resources they rely on, and gaps in university-provided guidance. We interviewed three students with different backgrounds: an out-of-state student who lived in a dorm, an in-state student who lived in a dorm, and a transfer student who lived off campus.

Research Details: We conducted 10–15 minute remote interviews with 3 participants. Conversations focused on housing decision drivers, discovery sources, roommate selection, and whether experiences met expectations.

Key Findings

1. **Peer and social content outrank official sources:** Students primarily rely on YouTube, TikTok, Facebook groups, and friends for realistic housing insights; official dorm pages feel outdated or insufficient.
2. **Convenience and community drive choices:** Proximity to classes and campus resources is key; out-of-state students prioritize community building and LLCs, while transfers optimize for known friend groups and location.
3. **Roommate matching happens off-platform:** Students find roommates through mutual friends and Facebook; suitemate assignments feel random and could be improved.
4. **Expectation-setting needs work:** Students want clearer, comparative guidance

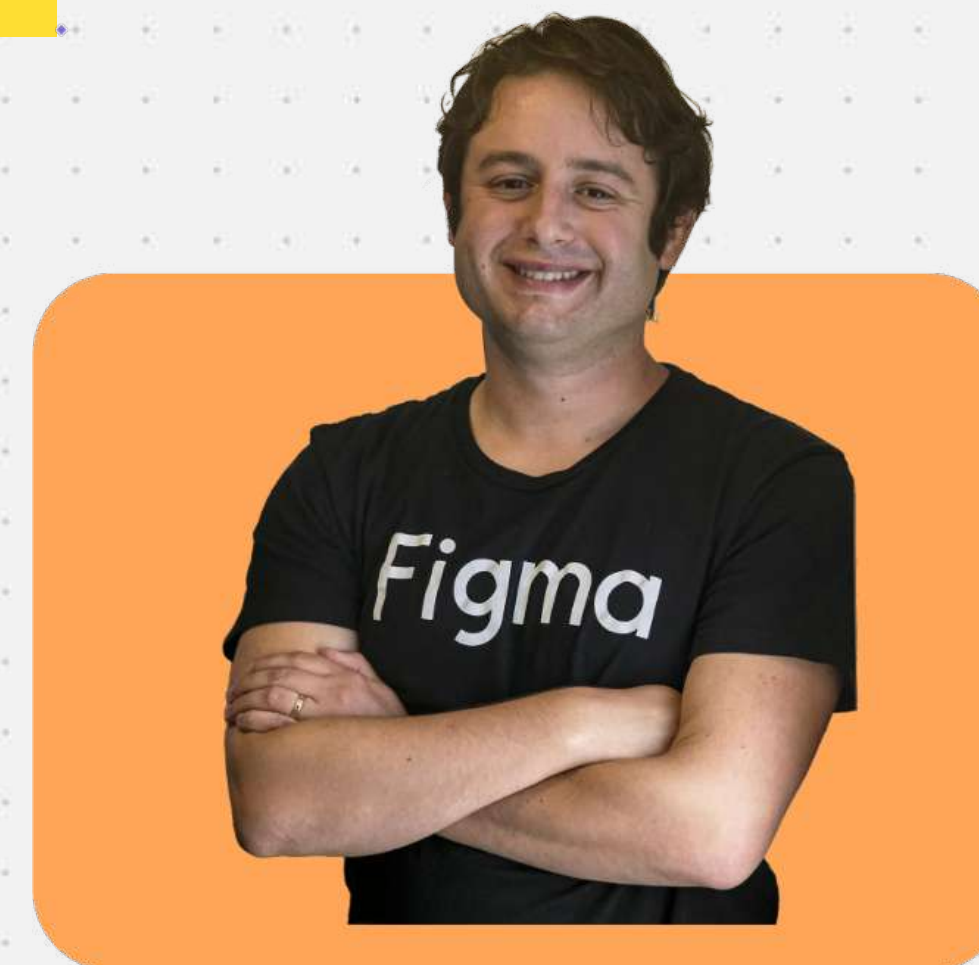
Content Review Plugin



We own the voice, story, and intent of the content. AI is used only to proofread and refine — checking grammar, clarity, and consistency

***“AI can create designs.
But only designers can bring
humanity to the process.”***

“AI will enable anyone to create a good first draft. But going from a good draft to a world-class product still requires you.”



Dylan Field
CEO, Figma



***Thank you
shiba much!***



 **Ben Shih**