What Happens To Design When Every Pixel Can Think?

Design in the Age of AI

Great to see you, Tokyo!

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Chief Design Officer at AI company Brain Technologies.
CEO of Milkinside - A product design agency in San Francisco

25+ years of experience leading product, UI and UX design across web, mobile, and TV ecosystems.

As Director of Visual Design, has driven the creation of entirely new experiences for Google, OPPO, Apple, Xiaomi, Mitsubishi, Huawei, Samsung, Airbus and others.

AIRBUS · PALM · SAMSUNG · MITSUBISHI MOTORS · HONDA · LG · Google · oppo

Goldman Sachs predicted

300 Million Jobs Will Be Lost Or Degraded By AI

Imagine this

In three years, a tool designs an app, tests it, and ships it… without you. Scary?

Where does fear come from?

- Startups: “Replace Designers” promises every day
- Prompt-to-Code apps popping up every week
- Giants redirect budgets → AI, not design
- Layoffs everywhere (80,000+ jobs cut in 2025 so far)

Why It bothers me (Designer)

- Design teams shrinking
- Investors chasing AI hype
- Tools improving at alarming speed (Compare Midjorney 1.0 with 3.0)
- Feels like: “Decades of learning → obsolete overnight”

Yes, the fear is real.
But history shows us that’s not the real future.

So the real question is…

Will AI replace us, or will it set us free?

History

When Photography Threatened Painting

History

From today, painting is dead.” – Paul Delaroche, 1840

A New Machine Takes Over

- Portraits once took months → now done in minutes
- Photography seen as “shallow, mechanical, soulless”

Artists Reinvented Their Medium

- Impressionism, Modernism were born because of photography
- Painters shifted from accuracy → to emotion & abstraction

Not the End!

A New Beginning

- Photography didn’t kill painting.
- It liberated painting to move beyond realism.
- Both grew into **new art forms.**
- Fear became innovation.

What we going to talk about today?

Future of Digital Product design:
Adopt, Adapt, Build

What AI can actually do well?

Where it fails, and how we as designers can adopt it to 10x our process without losing what makes us human.

And the most important…

Glance to the Future: From App-Centric to Human-Centric

How did I get into AI Product Design?

My journey witn AI began in 2015

How I get into AI?

As Design Director at Fantasy Interactive, I shaped my first big AI project:

Concept of the Generative Interface Natural AI

Natural DNA

“The problems that we face with technology are fundamental.
They cannot be overcome by following old pathways.
We need a calmer, more reliable, more humane approach.”

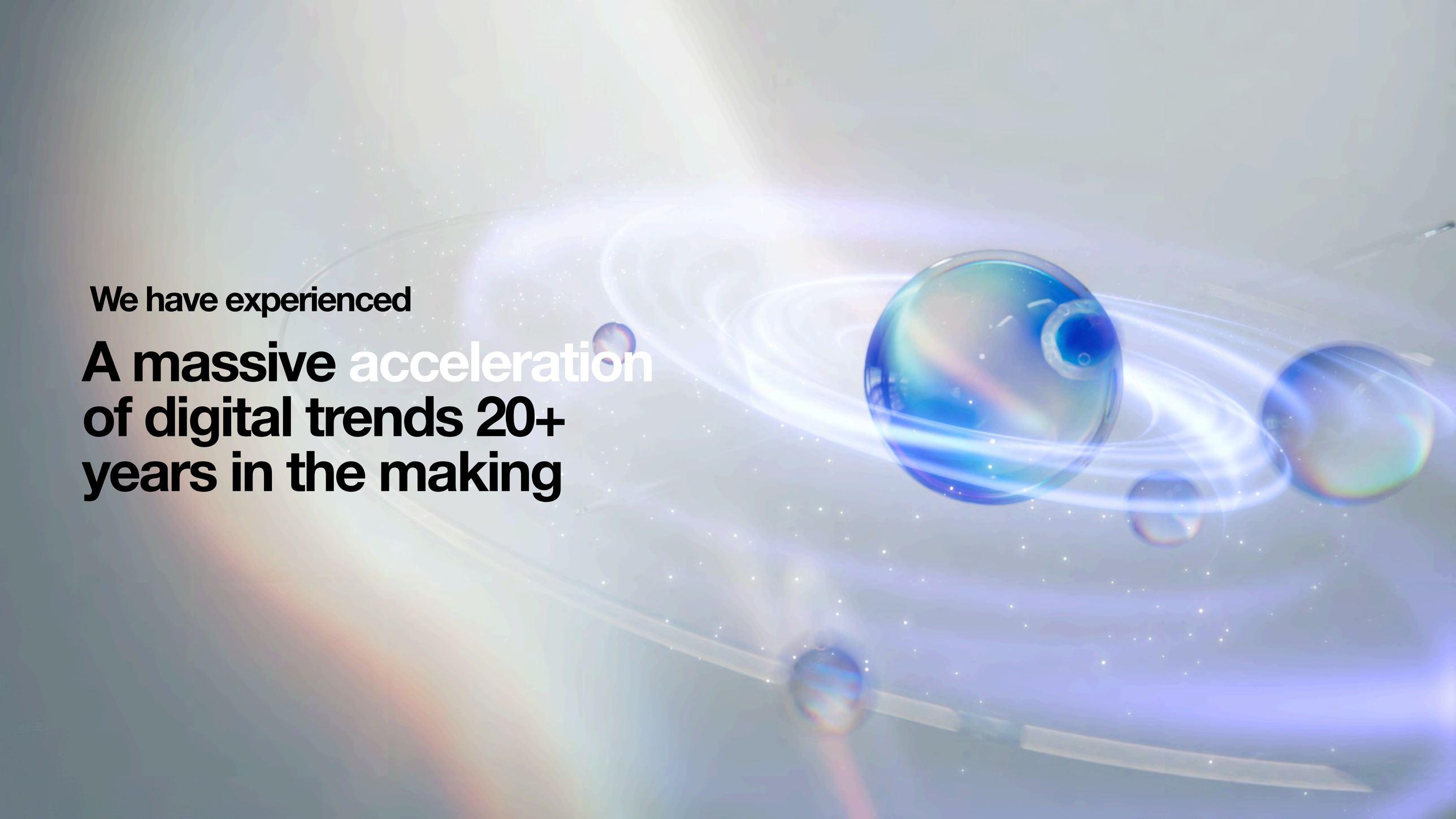
– Don Norman, The Design of Future Things

How can I help
you?

Here we are now.. in 2025

We have experienced

A massive acceleration of digital trends 20+ years in the making



Intelligence → Experience → Behavior

People now ask, not tap.

Goals Over Apps

What AI is actually good at?

AI

Speed → generates in seconds what takes us hours

Scale → hundreds of variations instantly

Automation → repetitive tasks done effortlessly

Consistency → never gets tired, never forgets

Humans

Empathy → understanding feelings, needs, culture

Imagination → inventing what has never existed

Taste → making decisions of style & quality

Strategy → connecting design to vision & purpose

Weak spots

Lack of True Understanding & Context

No Genuine Emotion or Empathy

Dependence on Training Data and Fine Tuning

Limited Imagination & Originality

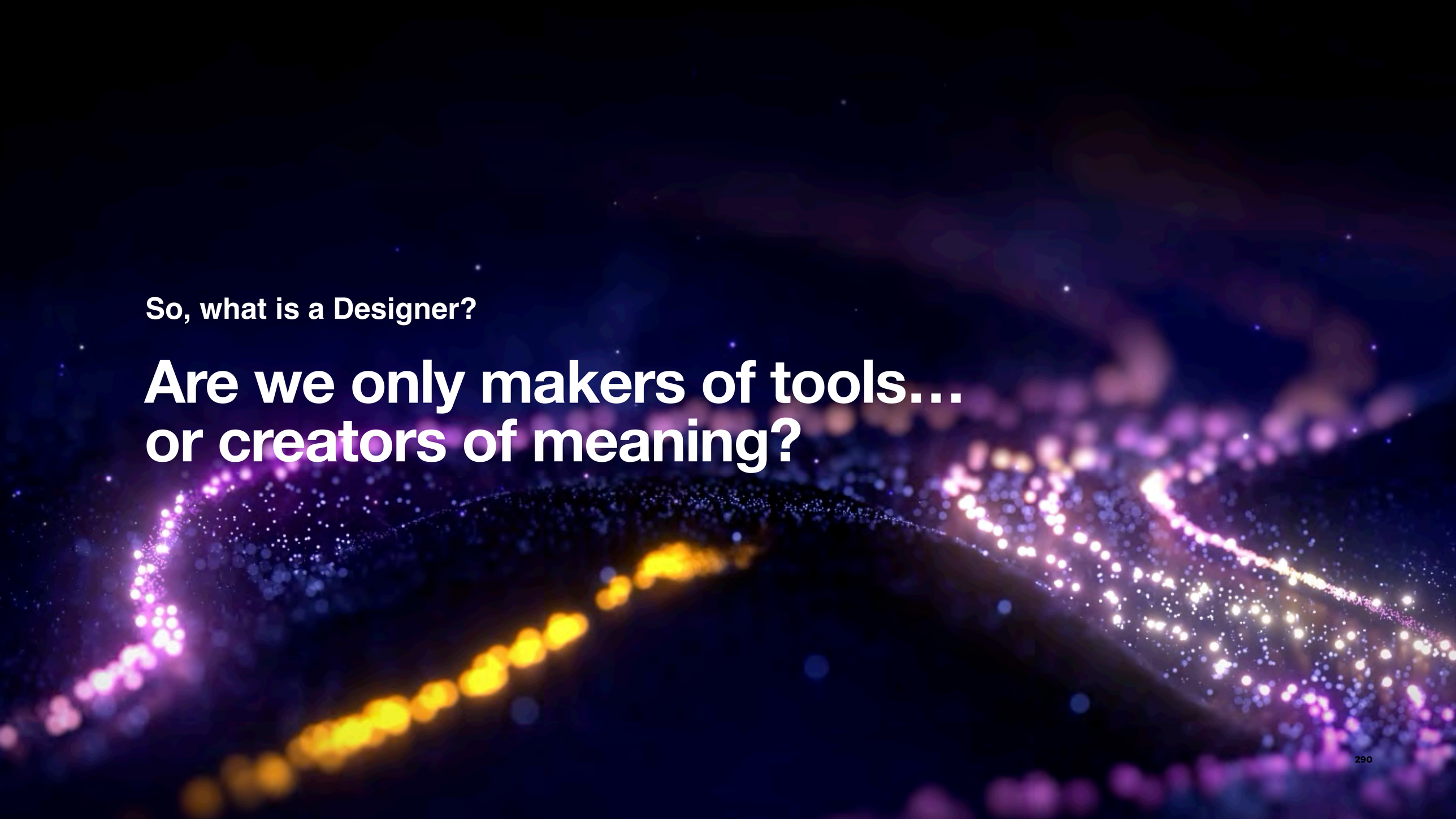
Ethics, Judgment, and Taste

Inconsistency & Fragility

Over-Reliance on Prompts

cre·a·tiv·i·ty

Bringing something into existence
Producing through imaginative skill


So, what is a Designer?
Are we only makers of tools…
or creators of meaning?

A designer is someone who turns
human feelings into form.

Creating innovation

…is to challenge the ordinary, disrupt the expected, and define what’s next.

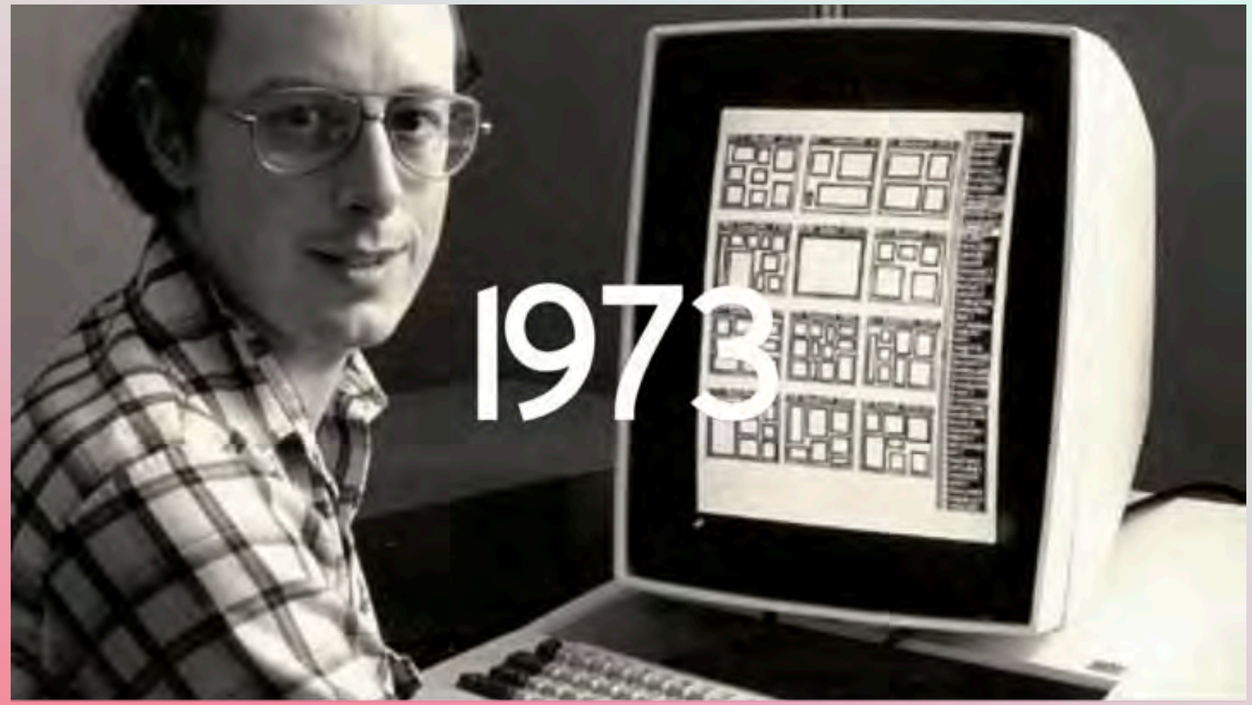
Why it matters today the most?

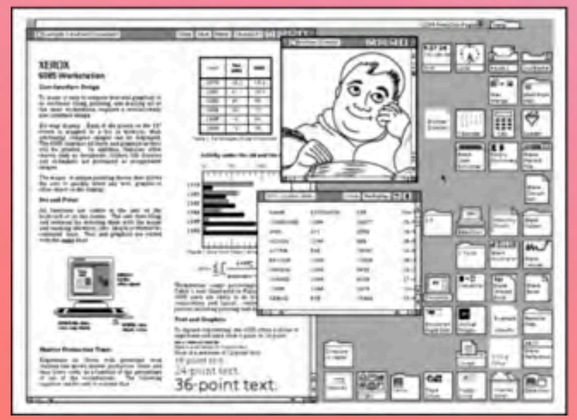
Becouse the Computer world is broken…

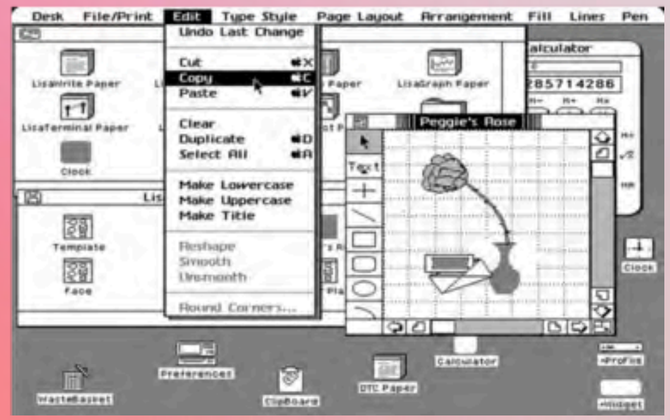
20 years to learn. One night to forget.

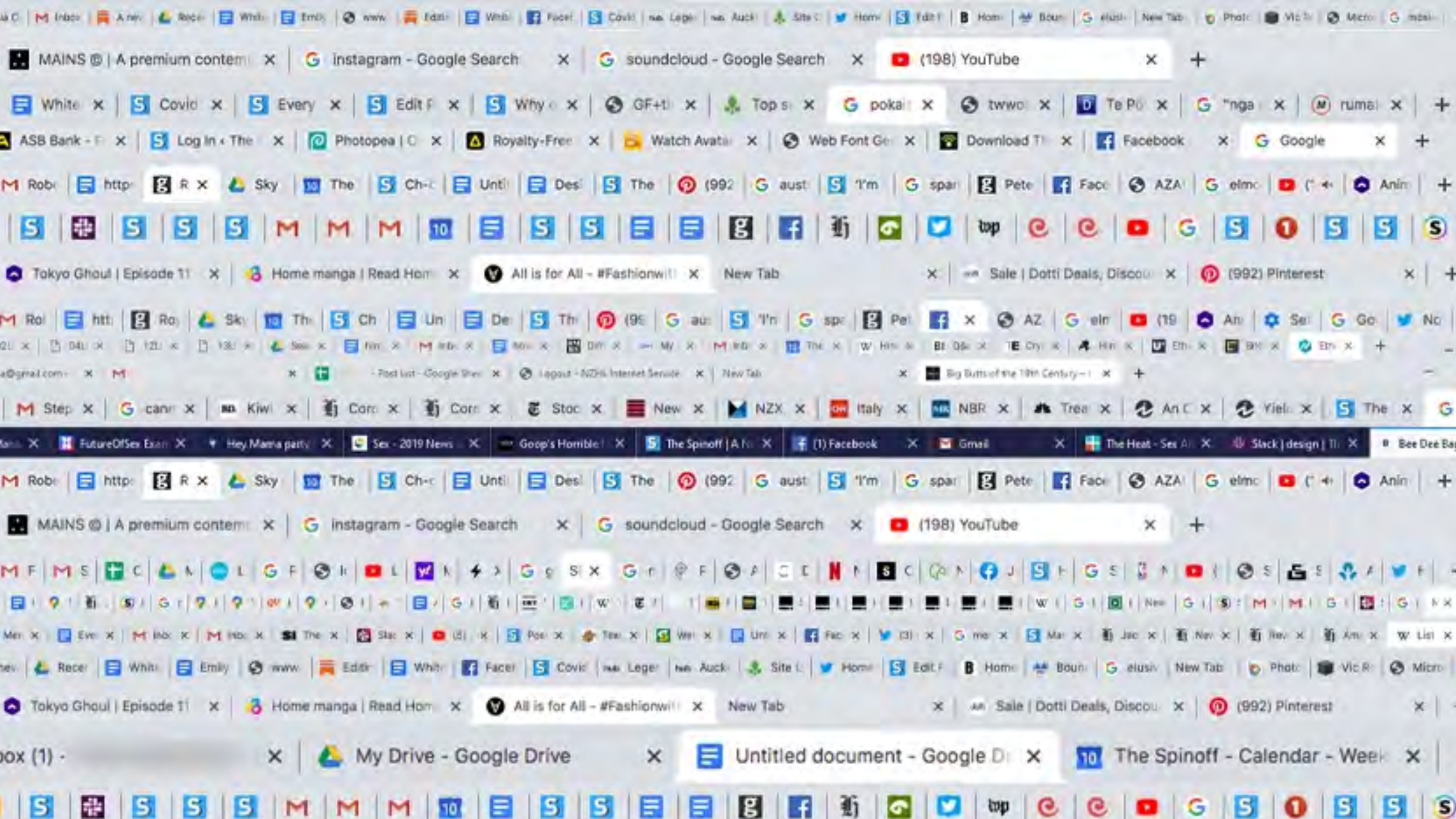
50 years.

Nothing has changed.





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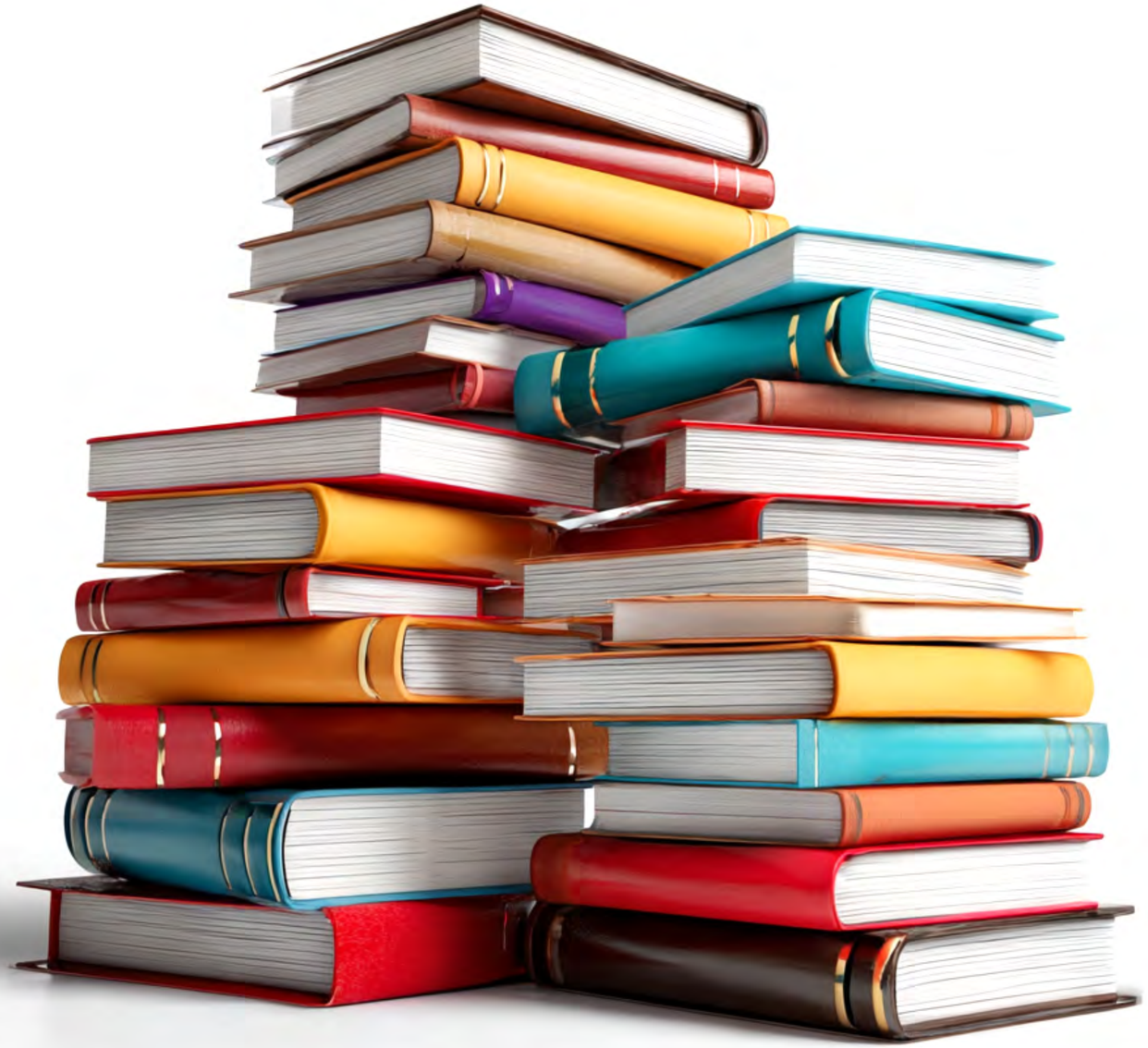


It took over 1,000 books to explain Excel.

Hope is here.

Closer, and simpler, than we ever imagined.

The Opportunity
of Our Time

From “App-centric" to “Human-centric”

The Next Computer Paradigm

Agentic AI

What does “Agentic AI” actually mean?

AI can **set its own goals**, **make plans**, and **take action—without human prompts.**

Generative Interface

Agentic AI

Today’s designers

The Big Dilemma

Anthropomorphic or Extension of the Mind?

Anthropomorphic

- AI with human face / avatar
- Looks, talks, behaves like a “person”
- Pros: relatable, emotional, engaging
- Cons: uncanny, misleading, trust issues

Extension of Your Mind

- AI as a seamless tool / invisible layer
- Feels like your second brain
- Pros: powerful, efficient, empowering
- Cons: less “human warmth,” harder for non-tech users to connect emotionally

And Where Does That Leave Us?

From Strategy to Workflow

- Write UI narratives & microcopy with ChatGPT
- Sketch fast Visual concepts with Midjourney, Stable Diffusion, DALL·E
- Prototype UX flows instantly in Galileo, Framer AI, and Claude
- Simulate UX scenarios & edge cases with Claude / GPT
- Research user journeys & gather insights in minutes in Manus, Chat GPT, Grog AI

Designer’s AI Playbook

- Treat AI like a junior designer (you give direction, not the other way around)
- Learn to teach AI instead of learning new tools (Prompting is mentorship, not magic)
- Make it yours (Infuse your taste, values, and unique style.)
- Use it daily (don’t wait for the “right project”)
- Find your unique edge (AI is generic. You are not.)

Designer’s AI Playbook

- Build your own prompts library

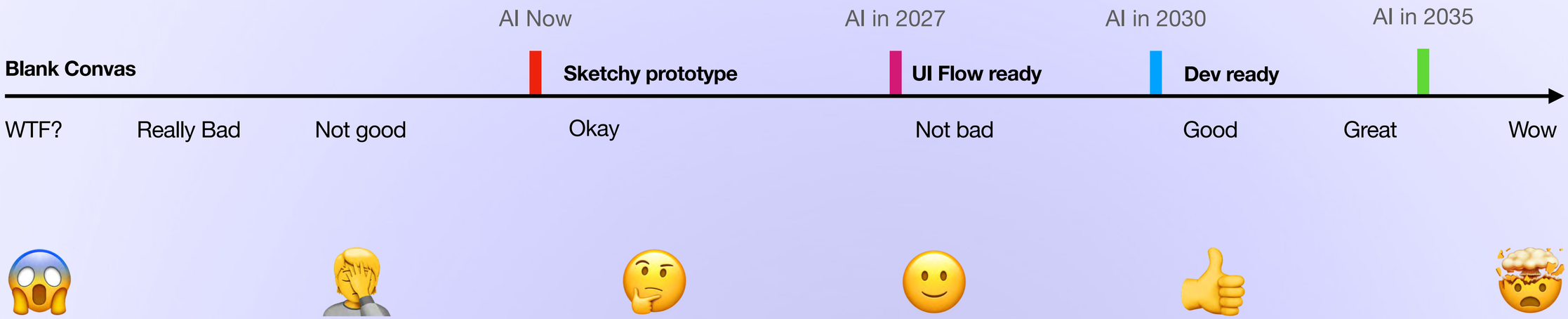
  (just like fonts, grids, prompts are now a craft asset)
- Focus on judgment, not generation

  (Anyone can generate. Only you can choose what matters, refine it, and give it taste.)
- Make AI part of your intuition (Don’t separate “AI work” from “your work.” Blend it

  until it feels like instinct)

AI Quality Curve

In Product Design



Yes, AI is moving fast. Yes, it will get better.
But that’s not the whole story.

Here’s the Advantage

AI = speed & scale **Humans = meaning & purpose**

While AI moves fast, designers move differently - with taste, empathy, imagination.

Agentic systems will run the world.

But only humans decide what the world should feel like.

Conclusion

Before:

In three years, a tool designs an app, tests it, and ships it… without you. Scary?

In three years, a designer with AI will design, test, and ship… faster, better, with more humanity than ever.

Beyond the Apps
The Journey Begins

You can already hear the future…

Early Signals: Generative UI in the Wild

Apple — “Liquid Glass” (iOS 26)

Google — Gemini + Prompt-to-UI

Microsoft — OS-level context & actions

Ecosystem — Startups pushing Prompt-to-UI

The Future Belongs to Human Centric Experience

Future by Human Creativity

THANK YOU!