

How Great Designers Use AI Differently

Design Thinking for AI by Bernard Sakyi

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design | pxd

Friends of Figma Accra

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The Problem Isn't AI

Why?

AI Doesn't Think

It predicts patterns · Designers provide intent

~~PROMPT~~

Brief → Strategy → Prompt

The Formula

Brief → Strategy → Prompt

Output → Refinement → ★

Repeat

HelloWorld.html

Audience

Who are you
designing for?

Objective

What should the
design achieve?

Tone

How should it
look and feel?

References

What should it be
inspired by?

Constraints

What must it include
or avoid?

LIVE PROMPT EXERCISE

AI rewards clarity

Great Prompts Come From Briefs. Not Better AI

AI Speeds Execution

Designers Create Direction

END

DESIGN W/ AI

All Resources from this workshop



THANK YOU ❤️

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