

AI & Design

Asbjørn Mejlvang, DesignOps, TV 2 Danmark

My goal - Inspiration

AI as a tool in the design product process

Agenda

→ Who am I?

→ My approach to design + some key take aways

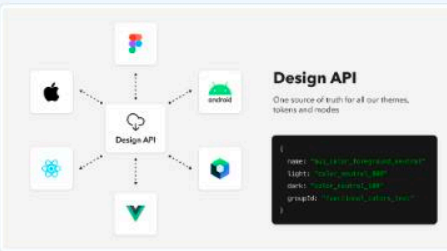
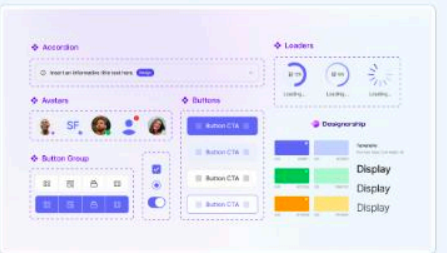
- Building through the entire process

→ (Too many) examples of AI explorations

- Play and learn



Asbjørn Mejlvang
TV 2
DesignOps



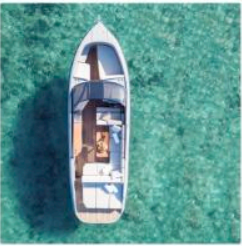
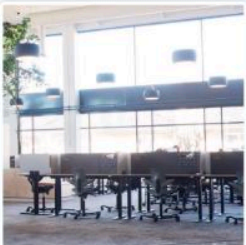
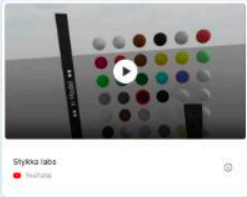
TV 2 Play

Web, IOS, Android, Apple TV, Android TV, WebTV

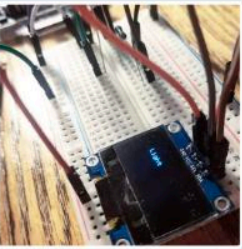
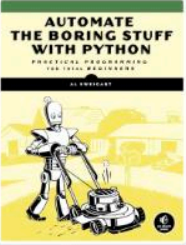
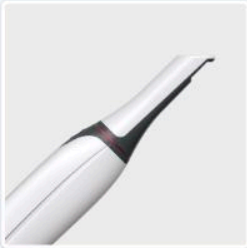
TV 2.DK

Web, News (IOS + Android), Weather (IOS + Android),Sport (IOS + Android)

The Royal Danish Academy of Arts: School of Design
Ba in Industrial Design 2013-16



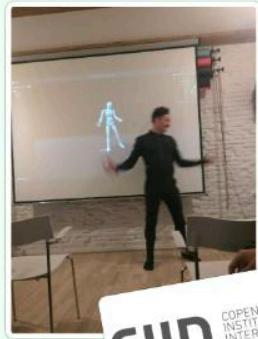
Working with industrial design



IT-University of Copenhagen
Ma in Designing Interactions 2018-21

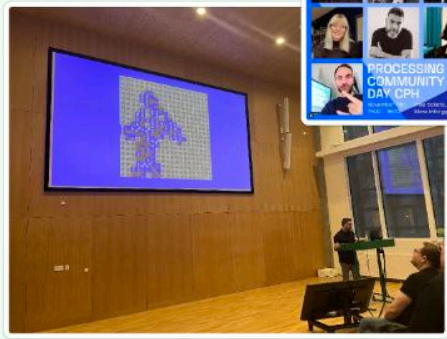


I like building →
Things doesn't need to be perfect to test well



CIID
COPENHAGEN
INSTITUTE OF
INTERACTION
DESIGN

Creative coding



Processing Community Day
Copenhagen 2023



Rune Madsen

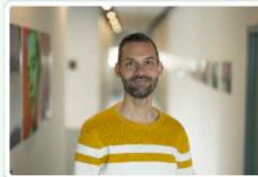


"It is not only that designers should use code to build digital products, it is also that designers can write these small personal tools that allows them to explore an idea quickly."

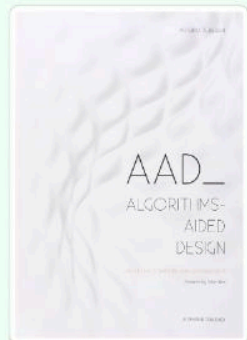
Rune Madsen, Processing Community Day London 2019



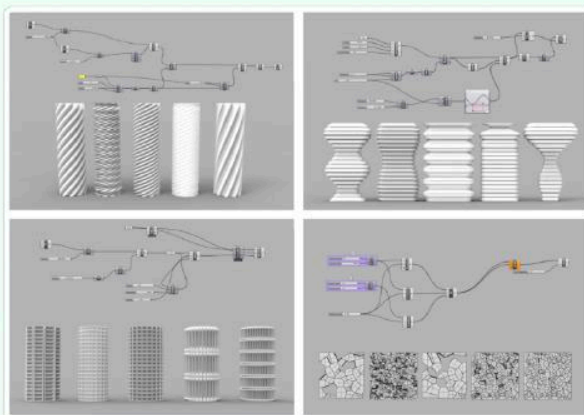
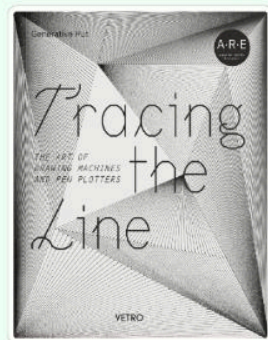
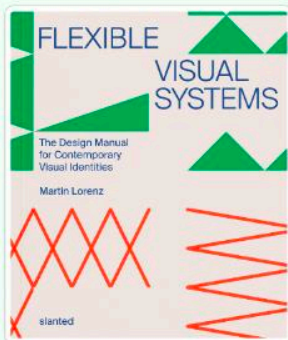
Andreas Refsgaard



Stig Møller Hansen

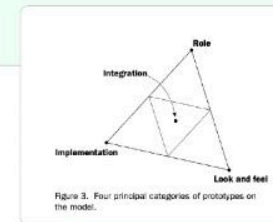
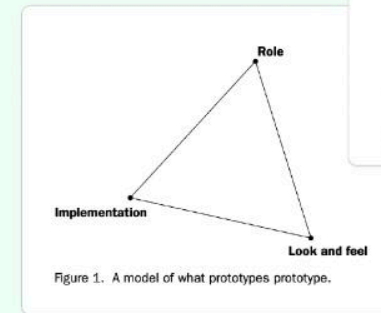


"designing systems that creates designs"



Parametric design

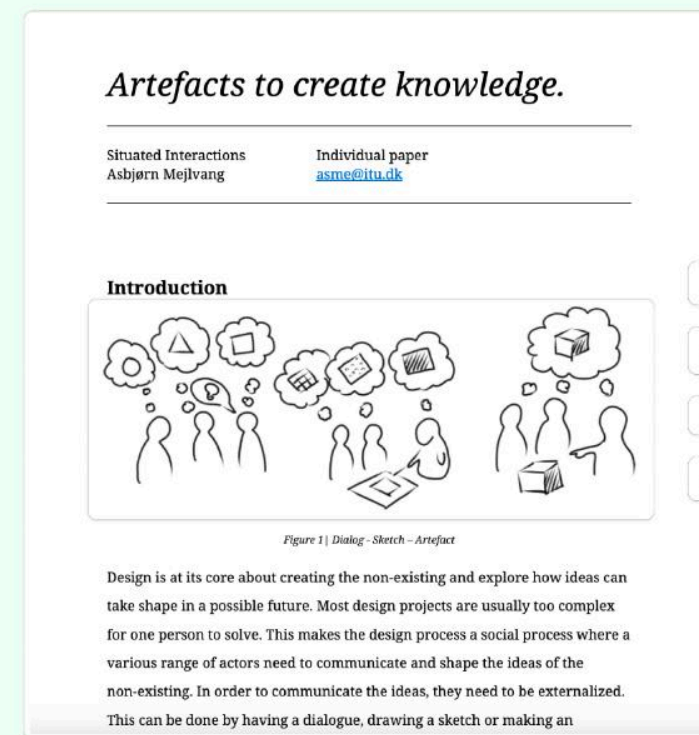
Looking back → I have like designing systems/tools since art school.



What is the question you are trying to answer with your prototype?



How much has to be real in order to get real feedback?



Building is not limited to prototypes and tests.

Artefacts to inspire

Artefacts to explore

Artefacts to test

Artefacts to convey knowledge

"Design is at its core about creating the non-existing and explore how ideas can take shape in a possible future. Most design projects are usually too complex for one person to solve. This makes the design process a **social process** where a various range of actors need to communicate and shape the ideas of the non-existing. **In order to communicate the ideas, they need to be externalised.**"

"Design artefacts are not limited to a usability test of a concept. They span the entire design process and enables designers to think, explore, make decisions and convey design ideas."

*What is the purpose of the
artefact we are building*

Ideate

Communicate

Test

Build

Think

Align

Validate

Finished Product

What should it do?

What is not important?

What can we fake?

Making Design Tools

Building custom tools

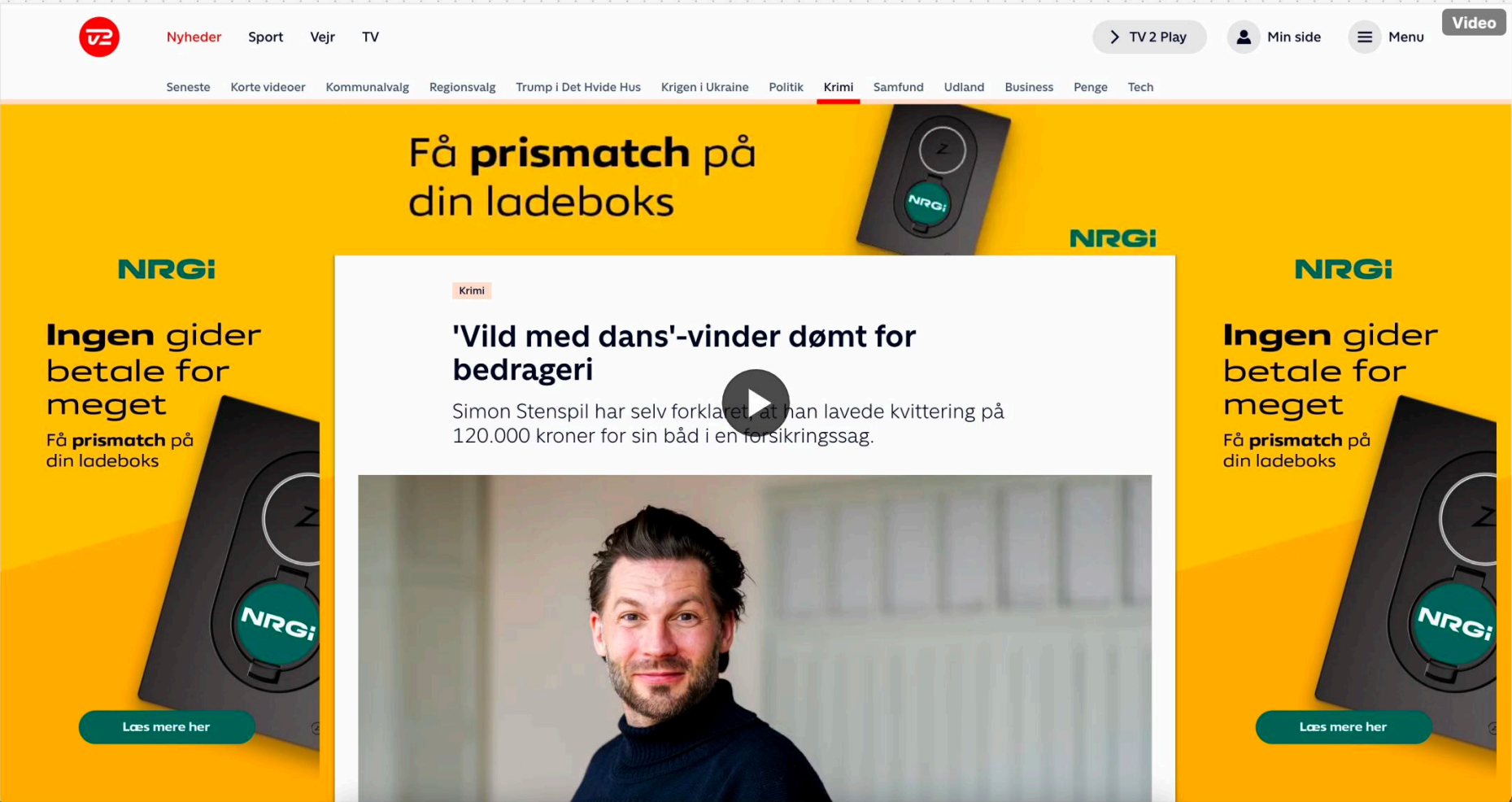
SOME Design tool

What is we instead of photoshop templates could make a simple web tool?

Purpose: Communication
Result: Fully functional

Reflections → Unlike photoshop. It can be automated into a pipeline

Con: Maybe Figma Buzz is a better route?



Lovable

2024

Exploring Designs

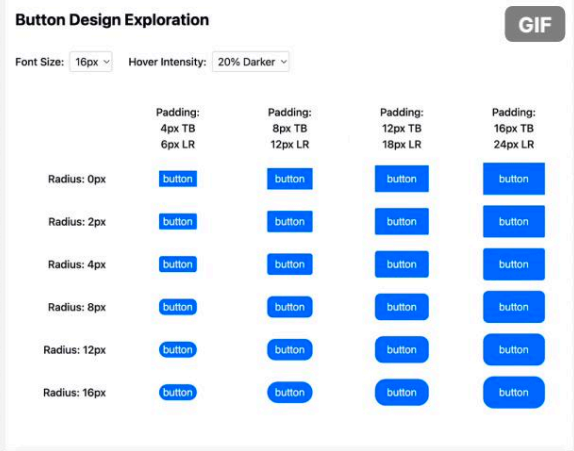
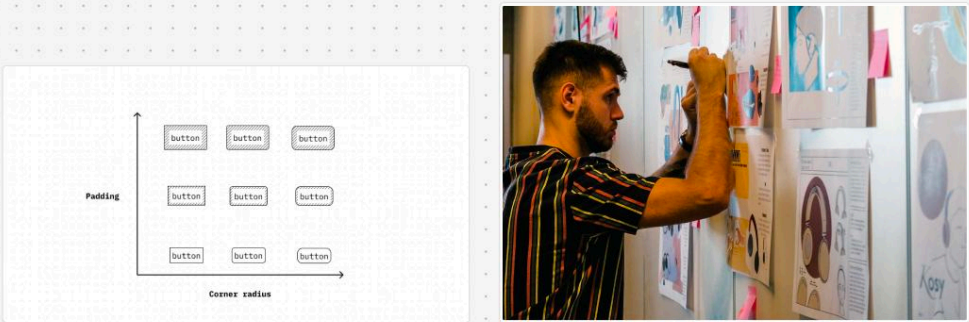
Exploration

Button Exploration

How can we explorer UI options with AI?

From many papers on a wall →
Figma infinity canvas →
Prompted matrix

I find the good amongs the bad

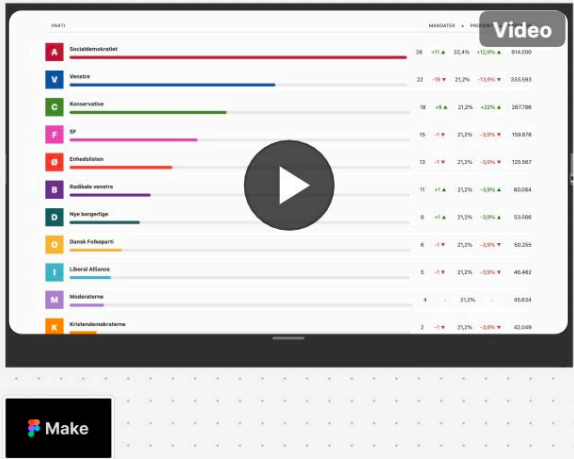


Claude

2025

Responsive behaviour

Try designs directly in live code

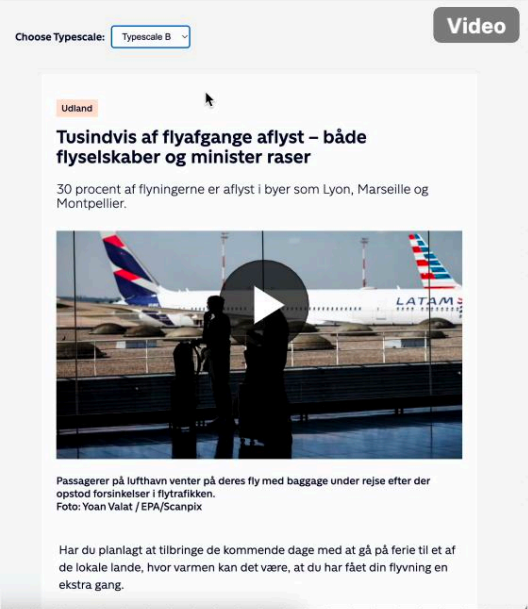


Exploration

Typography scale

How does the different typography
concepts change our layouts.

GitHub Copilot

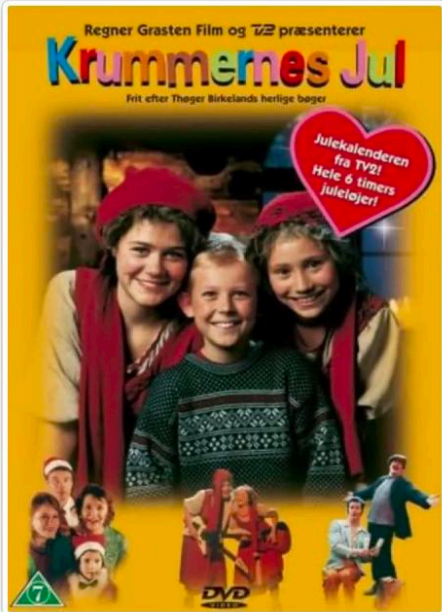


Exploring Ideas

Ideate

Lowering the cost of ideas

Coding 2 weeks
prompting - less than an hours



Claude

Hi,
help me style a text to the following:
The spacing between each letter should be set random between 8 and 10%.
The color of each letter should be picked by random if an array of 5 colors.
Each letter should have a random rotation between -10 and 10 degrees

H e l l o W o r l d

Second prompt

The letter spacing should be between 1 and 2.
Have the sample text be krummernes jul.
Let the font family be liberto as a google font. In weight of medium.
And let us have 6 colors: blue, red, pink, orange, brown, green
and add a hard shadow in plain black. 45deg angle with a distance of 2 px

Krummernes jul

Third prompt

Have a light yellow background on the page.
Make sure if the letter is a space to give it 20 extra letter spacing.
Also make sure the random color selected can't be the color of the letter before

Krummernes jul

Make the distance of the drop shadow smaller
and the add more space to the space symbol

Krummernes jul

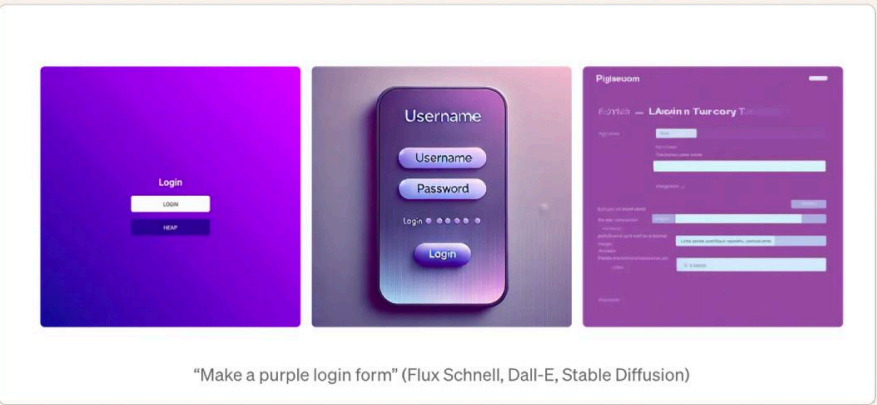
GIF

That Krummefesting

Exploration

Getting “better results”
AI following Brand guidelines

AI is great at creating anything.
But often I would like to have to
control the direction.



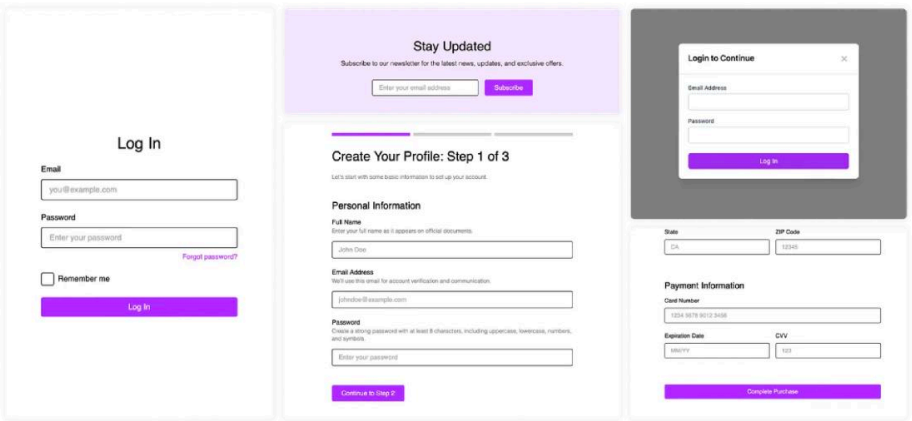
"Make a purple login form" (Flux Schnell, Dall-E, Stable Diffusion)



"Make a login form" (Claude Sonnet 3.5, Gpt-4-turbo, llama 3b 8B)

adding
context

Ai assisted Design System
Exploring how AI and design systems can be used together
Updated 6 days ago



Different forms designed with AI (Claude Sonnet 3.5)

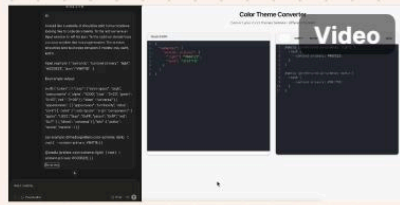
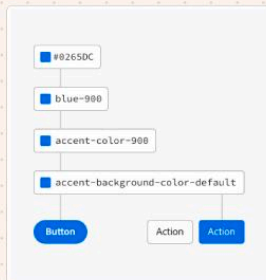
replicating rules
across different
modules



2024

Design Tokens

Explaining through PoC's how design tokens can be adopted across platforms



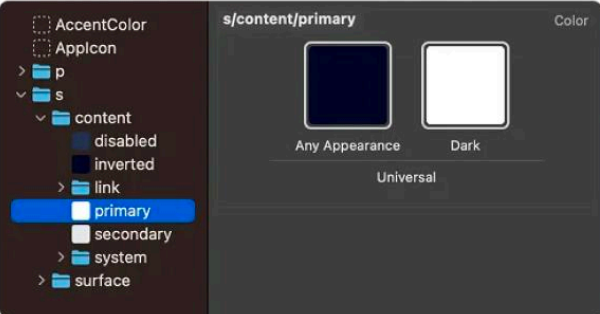
```
1 {
2   "colors": {
3     "primitives": [
4       {
5         "name": "blue.50",
6         "value": "#ebfaff"
7       }
8     ]
9   }
10 }
```

✓ iOS / Assets.xcassets
✓ p
✓ blue
✓ s50.colorset
{ } Contents.json

```
1 {
2   "colors": {
3     "color-space": "srgb",
4     "components": {
5       "red": "0.9215686275",
6       "green": "0.9803921569",
7       "blue": "1.0000000000",
8       "alpha": "1.0"
9     }
10   },
11   "idiom": "universal"
12 },
13 {
14   "info": {
15     "author": "ccode",
16     "version": 1
17   }
18 }
```

```
1 {
2   "semantics": {
3     "content.primary": {
4       "light": "midnight",
5       "dark": "white"
6     }
7   }
8 }
```

```
1 {
2   "tokens": {
3     "color": {
4       "color-space": "srgb",
5       "components": {
6         "red": "0.9215686275",
7         "green": "0.9803921569",
8         "blue": "1.0000000000",
9         "alpha": "1.0"
10      }
11    },
12    "idiom": "universal"
13  },
14  {
15    "appearance": {
16      "appearance": "luminosity",
17      "value": "dark"
18    }
19  },
20  {
21    "color": {
22      "color-space": "srgb",
23      "components": {
24        "red": "0.9215686275",
25        "green": "0.9803921569",
26        "blue": "1.0000000000",
27        "alpha": "1.0"
28      }
29    },
30    "idiom": "universal"
31  },
32  {
33    "info": {
34      "author": "ccode",
35      "version": 1
36    }
37  }
38 }
```



```
Text("Lorem ipsum")
.foregroundColor(Color.P.Green.s400)
```

s400: Color
The "p/green/s400" asset catalog color.

```
Text("Lorem ipsum")
.foregroundColor(Color.$Content.primary)
```

primary: Color
The "%content/primary" asset catalog color.

Output

We now have teams who have written their own transformers so they can receive updates from the token format.

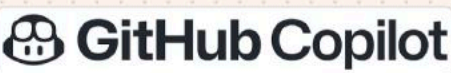
Tools

Visual check of new flags

We should implement flags - does they match what we have today?

Instead of manually setting them up in figma.

We get the agent to spin up a local server.



Flag Comparator: new/basic vs new/detailed

Left: new/basic • Middle: code • Right: new/detailed

	ag	
	ai	
	al	
	am	
	an	
	ao	
	aq	
	ar	

Expanded output

Maintaining a design system

I maintain the github part of our deisgn system.



Using AI to build tools > using AI's directly.

Being able to perform the same action and get the same results

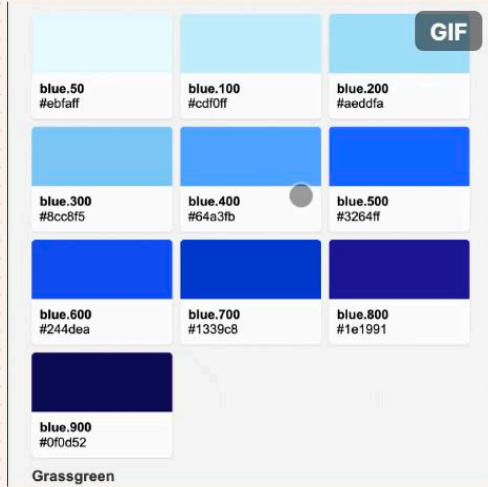
GitHub Copilot

Validates my own json files

```
Problems Output Debug Console Terminal Ports
amej@MAC240335 token-check % ./scripts/sort.sh
Reading input/color.json
Sorted 94 primitive tokens
Sorted 21 semantic tokens
Sorted tokens saved to input/color.sorted.json

To use the sorted version:
1. Review the changes in input/color.sorted.json
2. If satisfied, replace the original file:
mv input/color.sorted.json input/color.json
amej@MAC240335 token-check %
```

Provides visual overview



Cleaning SVG files

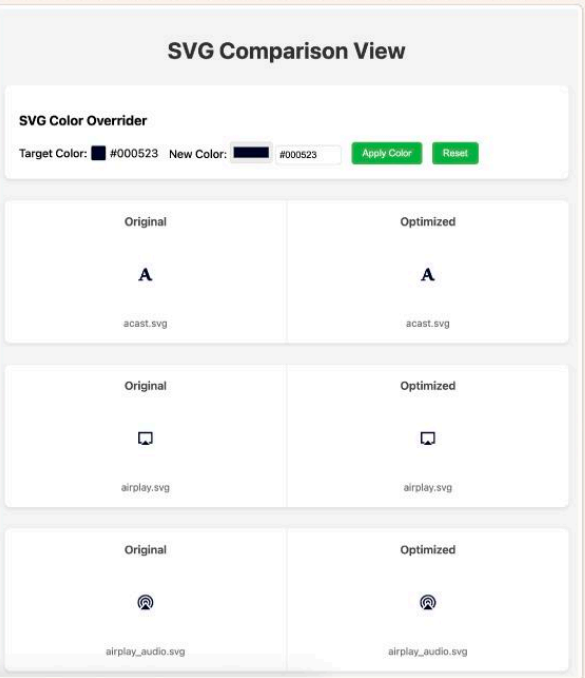
- 1 Installing svgomg
- 2 Spinning up a localhost to validate
- 3 Configure the tool with natural language

(Last time I had to manual fix each svg with a web tool)



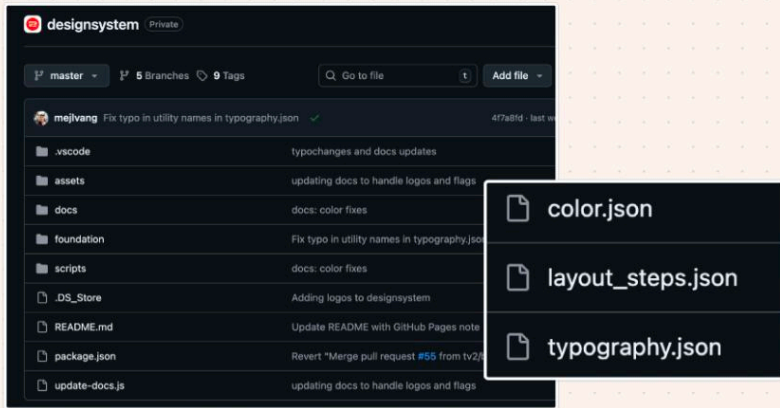
Get the AI to write readme / instructions for it to read next time.

localhost to validate that the cleaning didn't affect the icons.



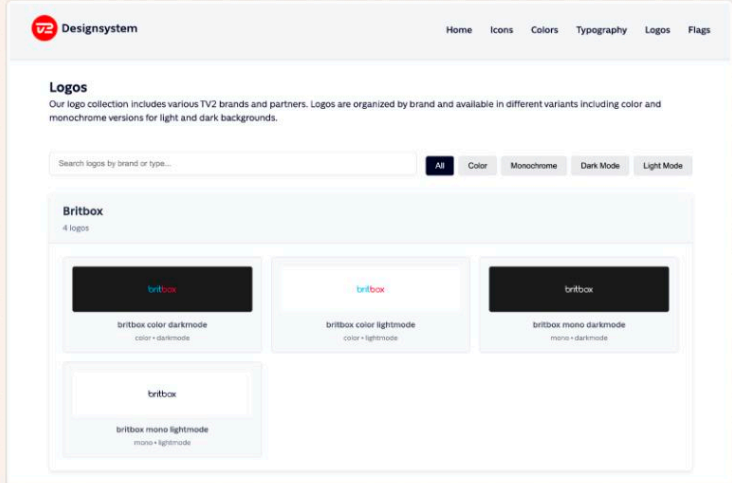
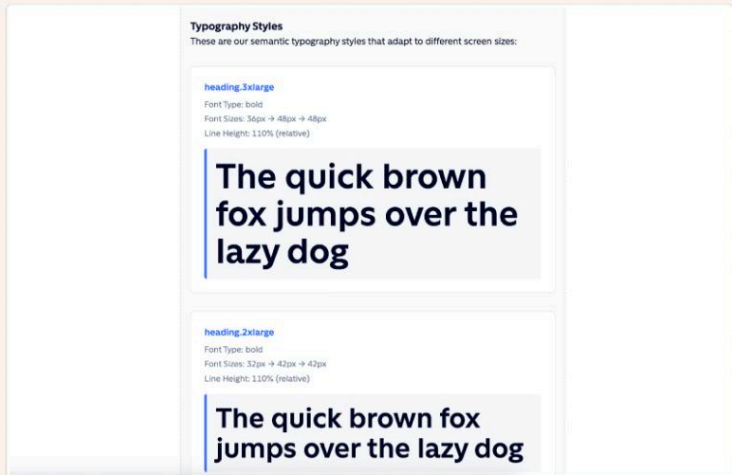
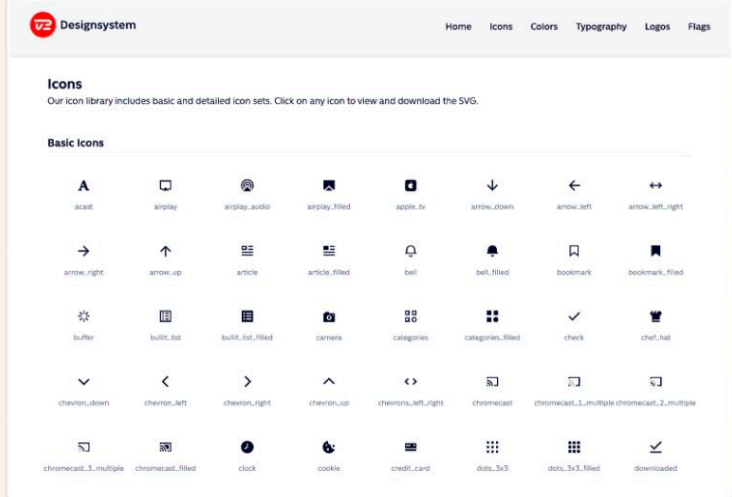
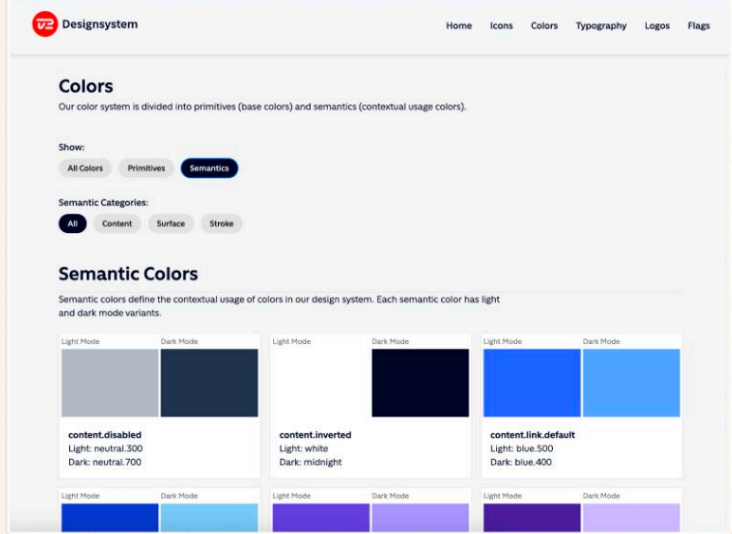
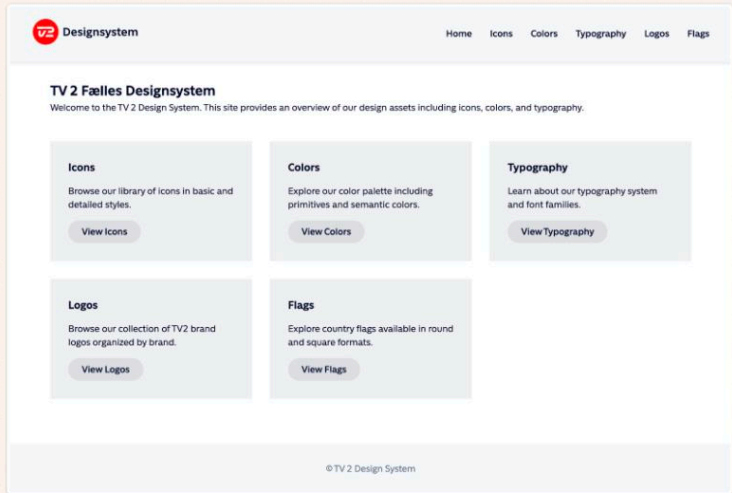
“The local host you showed looked really nice and provided a good overview

- Developer



Maybe we can get an AI to make documentation based on our json files?

```
137
138 ## Asset Management and Cleaning
139
140 The 'update-docs.js' script includes robust asset management with automatic
cleaning:
141
```

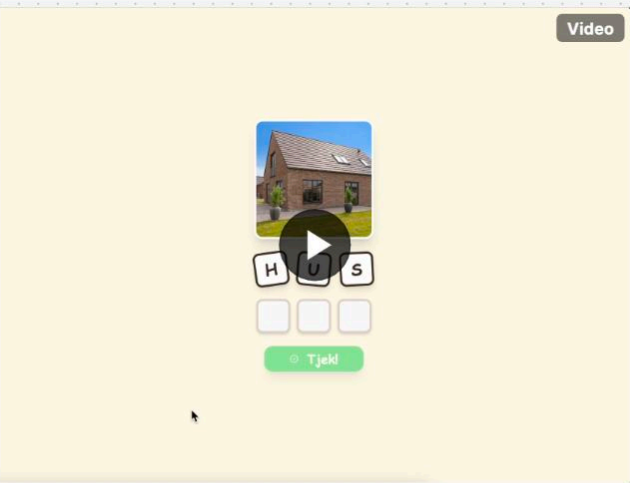
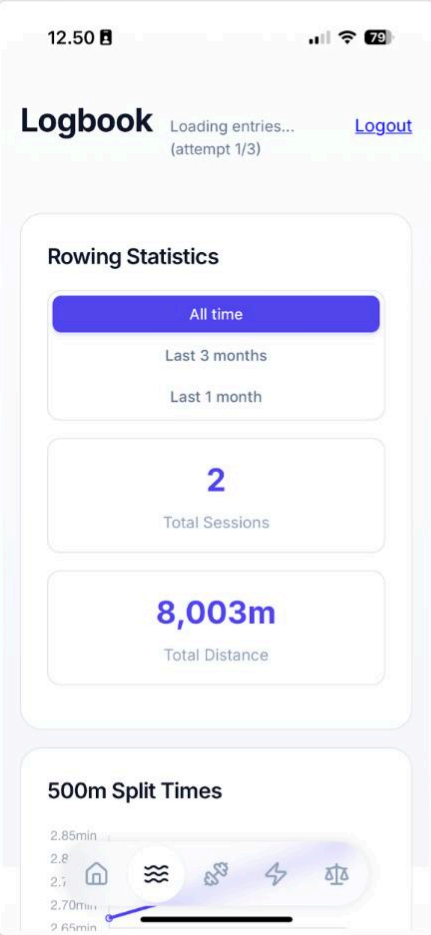
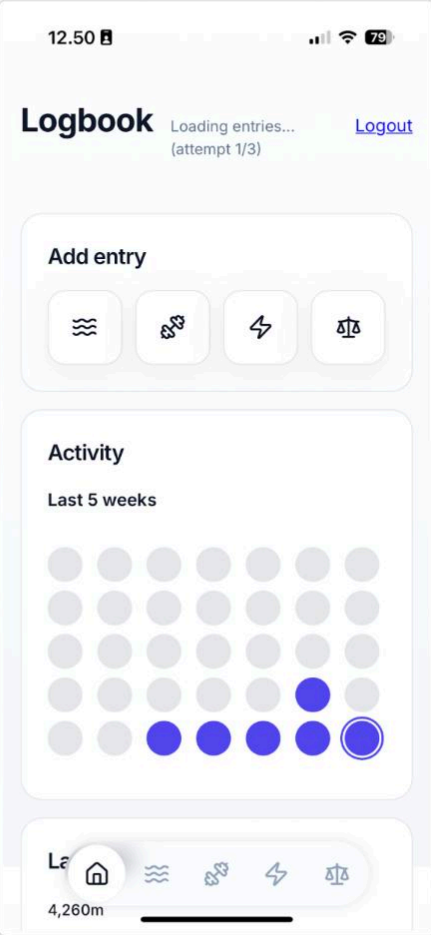


"Final Products" (hobby grade)

End product

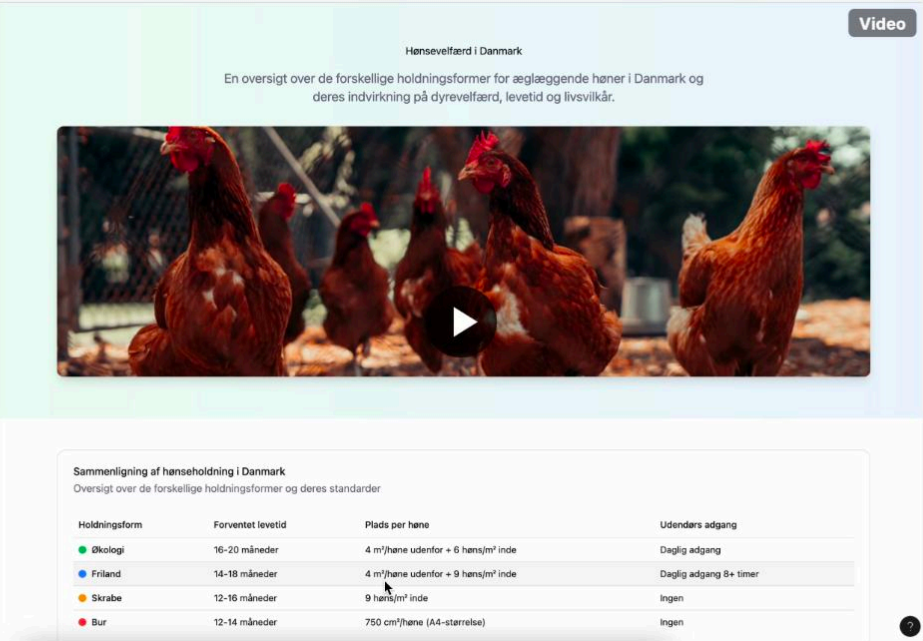
Prompting to the end.

Prompting a working PWA logging app for rowing.



Prompting to the end.

A spelling game for my kid



Prompting to the end.

A site comparing caged, free-range, and organic hen production.

