

AI x Design

Hi, I am Roman Kovbasyuk

Not AI Expert

But User Experience and Creative Lead, Team of 11 Designers in Capptoo

Love to discover how things actually working

Not a Swiss

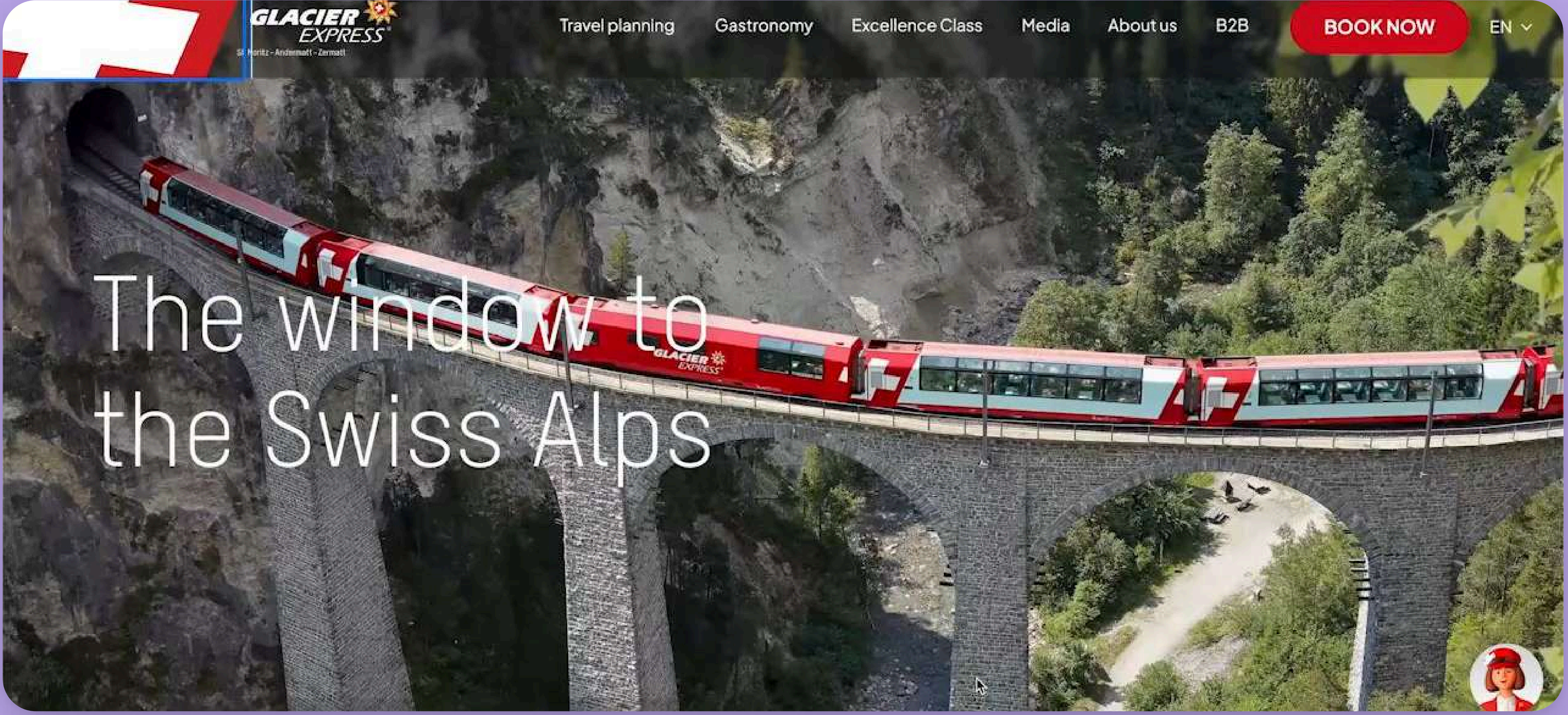
🇺🇦 Moved from Ukraine → Living in Winterthur for 3 years now.

Not a dog owner (yet)

Twins, play instruments, desperately try to nail German



Digital Experience Design & Visual Communications



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The window to the Swiss Alps





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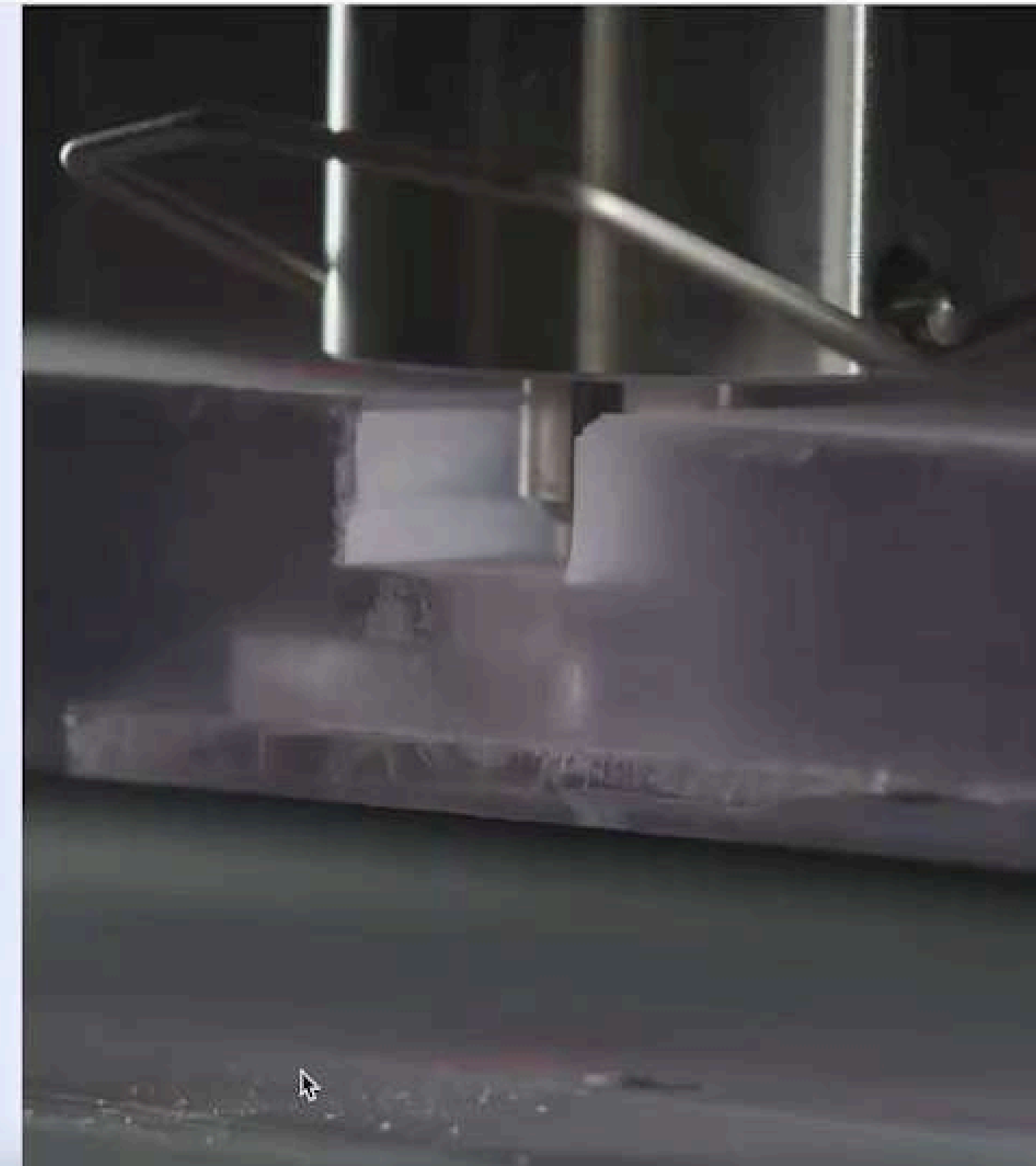
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What this all about

- 1. Where do we stand in AI adoption in Digital Experience Design**
- 2. Implications, constraints, and opportunities AI gives.**
- 3. Our practical experience in implementing AI-driven workflows**

So, you are a super-efficient
AI-driven digital agency!

...

Could you estimate this
simple eDetailee?

Absolutely. We are like... using
100 AI tools, no-code, super
automated and cool 😎

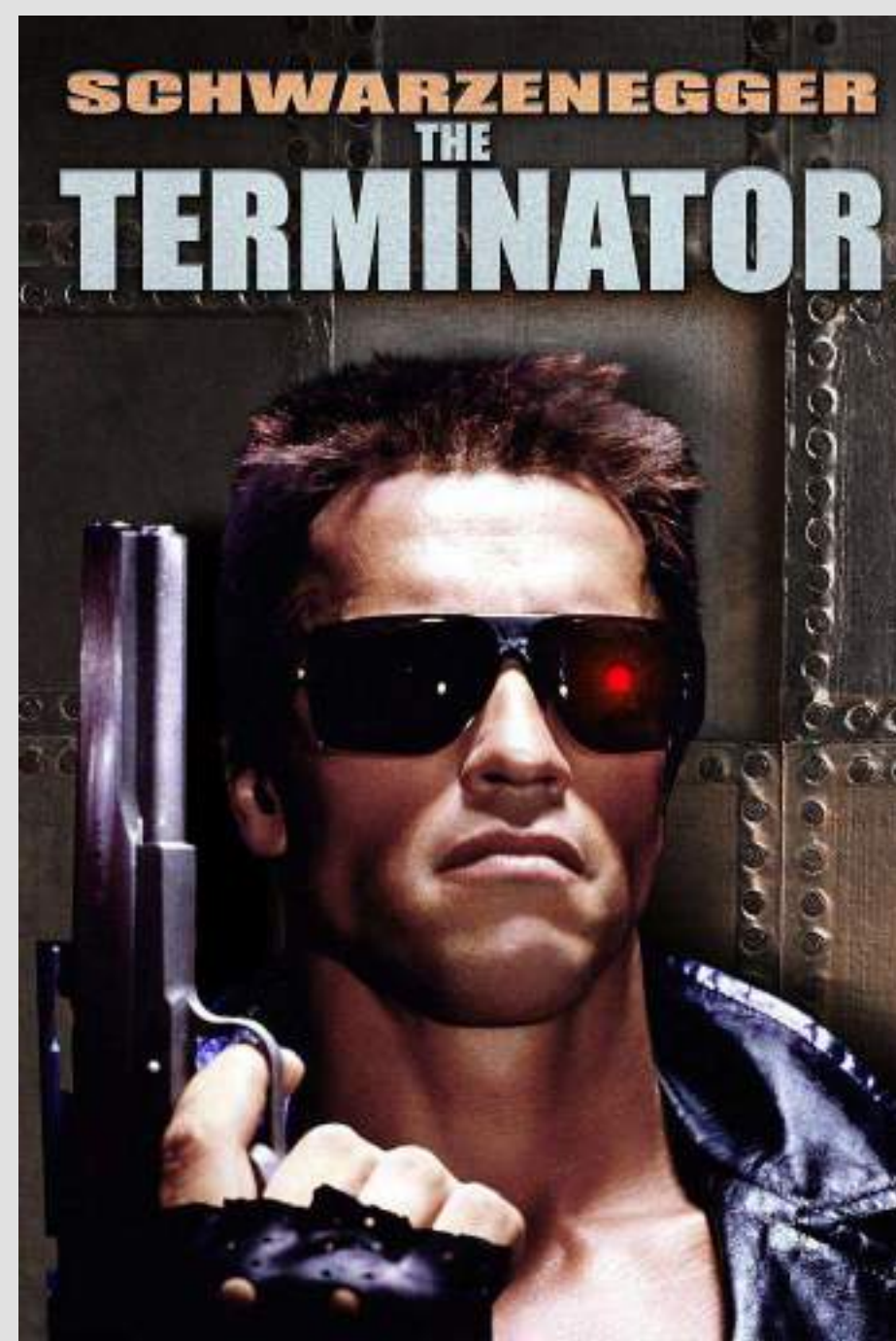
...

2 weeks, 15000 CHF

“Hey humans, we can
{design}, {code}, {run
campaign}, {cook}, for
you...”

And replace of you after
a while ”

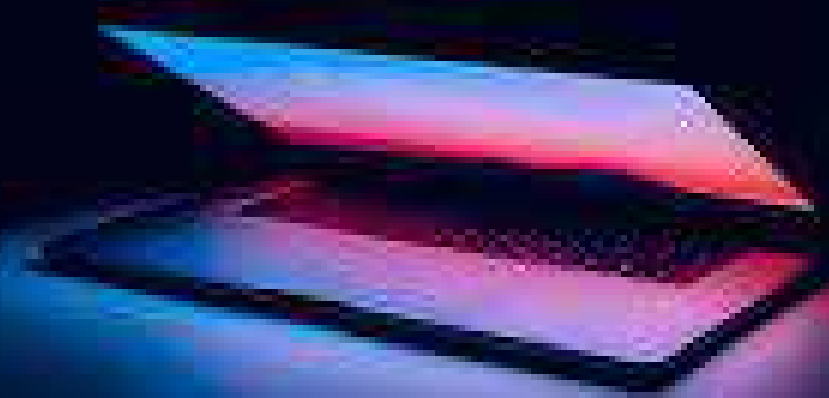




Will AI
replace
your **job**?



AI won't take your job,
**A PERSON WHO
USES AI WILL**



How AI Is Replacing Middle-Class Careers



In 2024, the largest U.S. tech companies earned \$268 billion from AI advancements, but hundreds of thousands of middle-class jobs were lost.

YouTube · Economy Media · 5 days ago



Elementary school teachers picket against use of calculators in grade school
The teachers feel if students use calculators too early, they won't learn math concepts

Math teachers protest against calculator use

By JILL LAWRENCE

"My older kids don't pay any attention to an answer being absurd," he said. "Teachers are shy."



“You so damn
goood at
boring stuff”

“I wish I could
feel like you!”

“

AI is the smartest software
you have ever used.
It's also the dumbest software
you have ever used.

Gregor Schmalzried

AI adoption in CX & Experience Design

97%

Agency Employees (94 %) and Executives (99 %) in CX report familiarity with AI tools

Forrester (2025)

85%

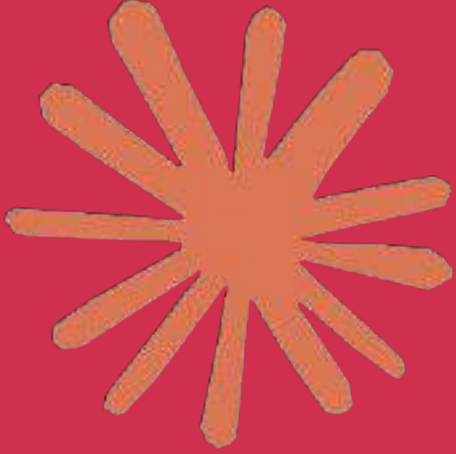
CX practitioners expecting short-term impact from generative AI

Forrester (2025)

100%

of Designers think that AI will compete and take jobs in a mid-time horizon

My personal observation

~7%  Claude

of 1 million AI conversations were related to User Experience and Design (TOP5 occupation)

03/2025 Nielsen Norman Group, Anthropic

Truly human-centric design tasks remain largely AI-free

How we are adopting AI in Digital Experience Design



Experience

Context

Creativity

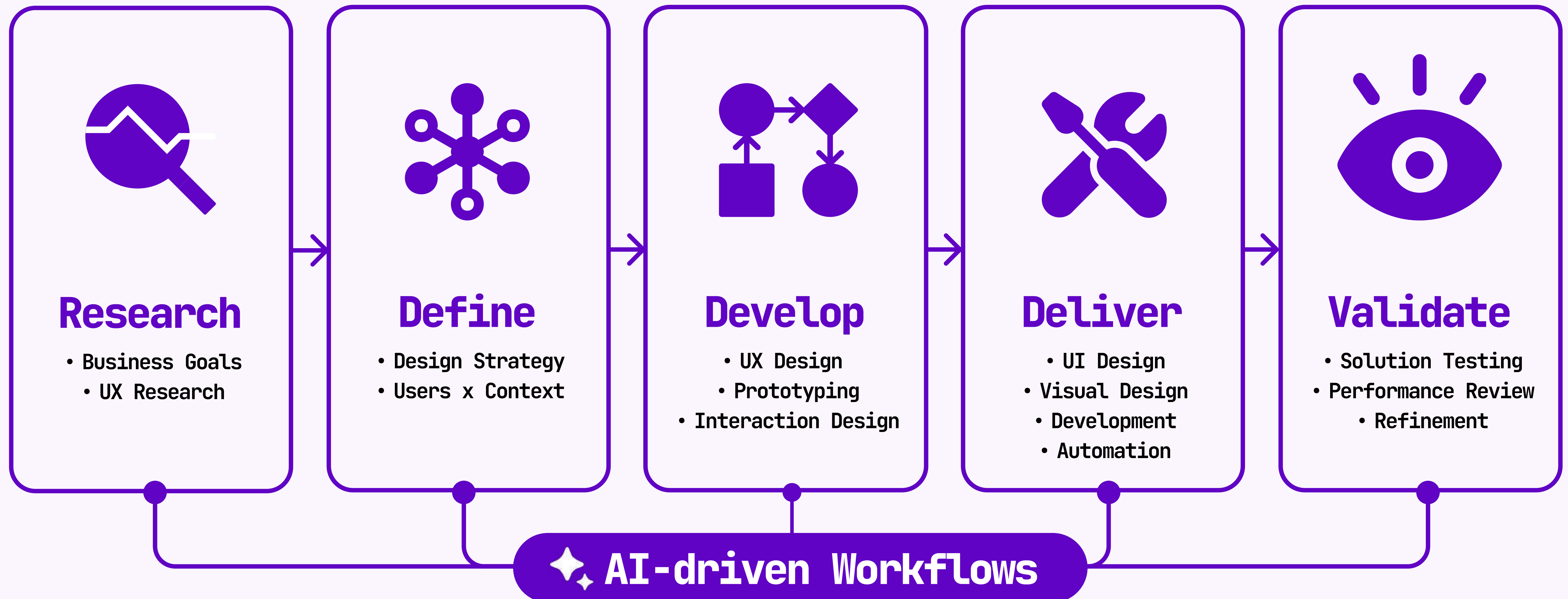
AI

Culture

Real-world
Regulations



Where AI fits into Experience Design Process?



01 Research

✦ AI-driven Workflows

Understand the customer & problem

AI is a must...

- Autonomous (agentic) research
- Structure, segmentation and sentiments analysis (VoC / User Interviews). Natural-language.
- Setting-up stage for next steps

AI will not help..

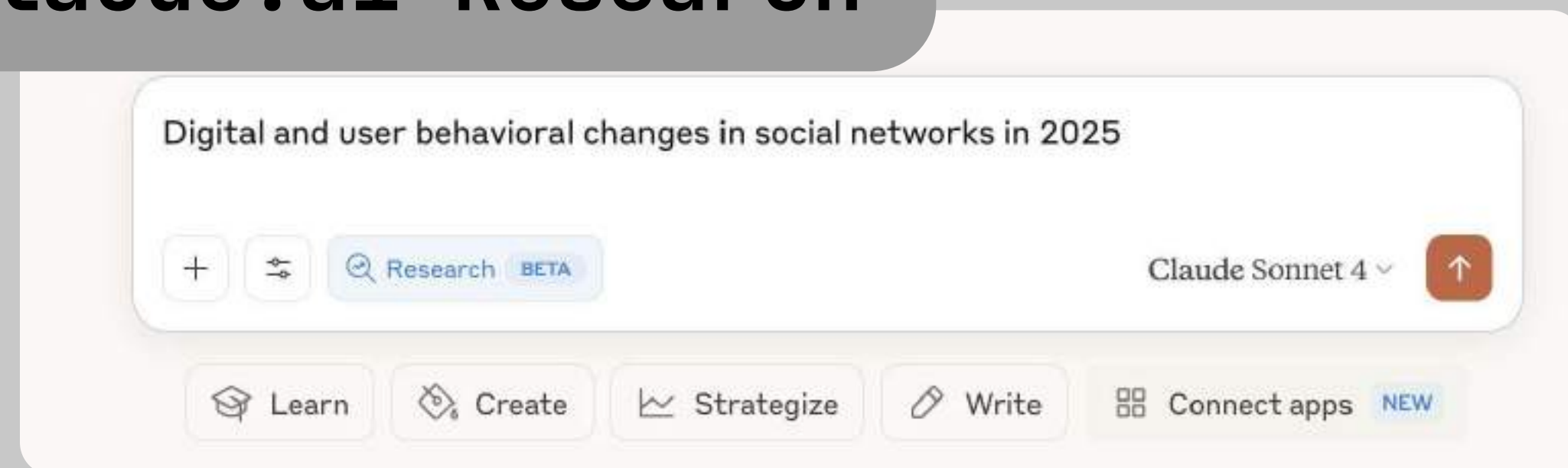
- Visual research and binding context to project requirements
- Understand emotions, sarcasm and read between the lines
- Prioritise what truly matters

ChatGPT Deep Research

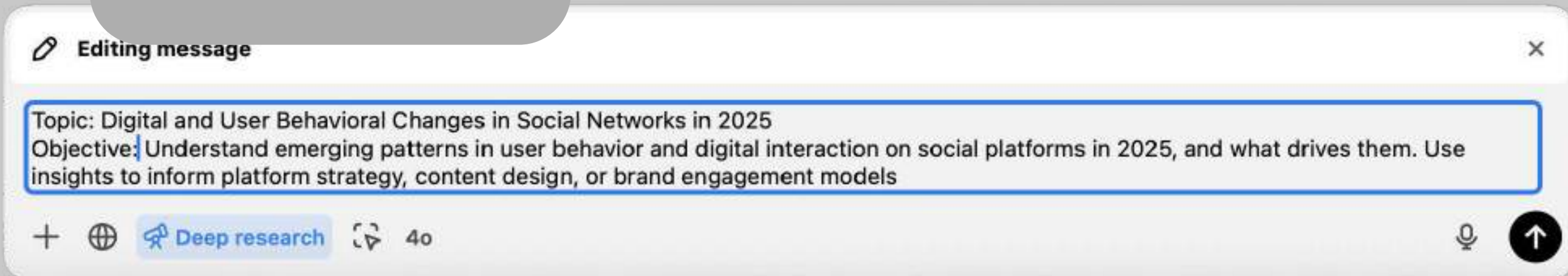


 Deep research

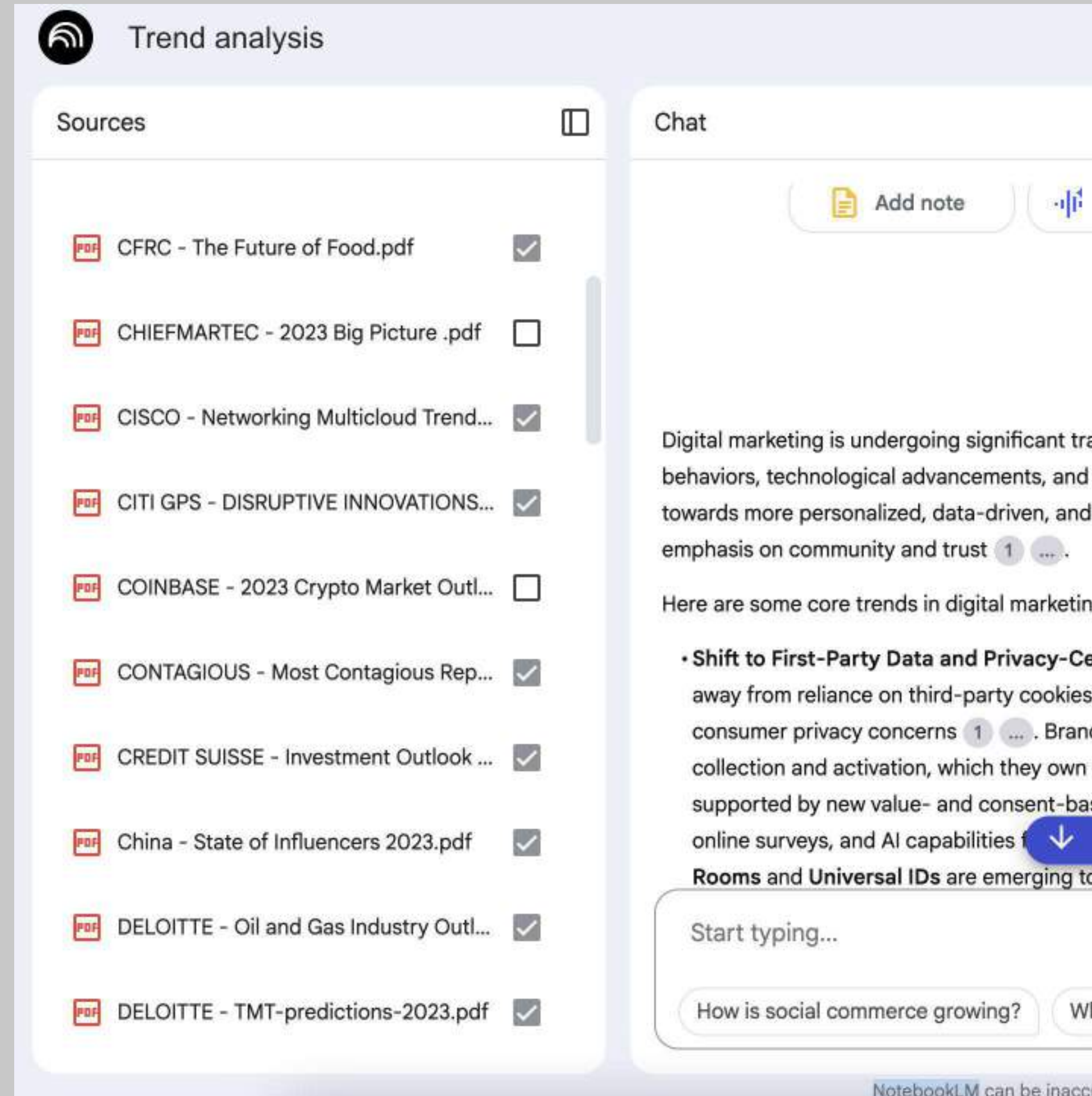
Claude.ai Research

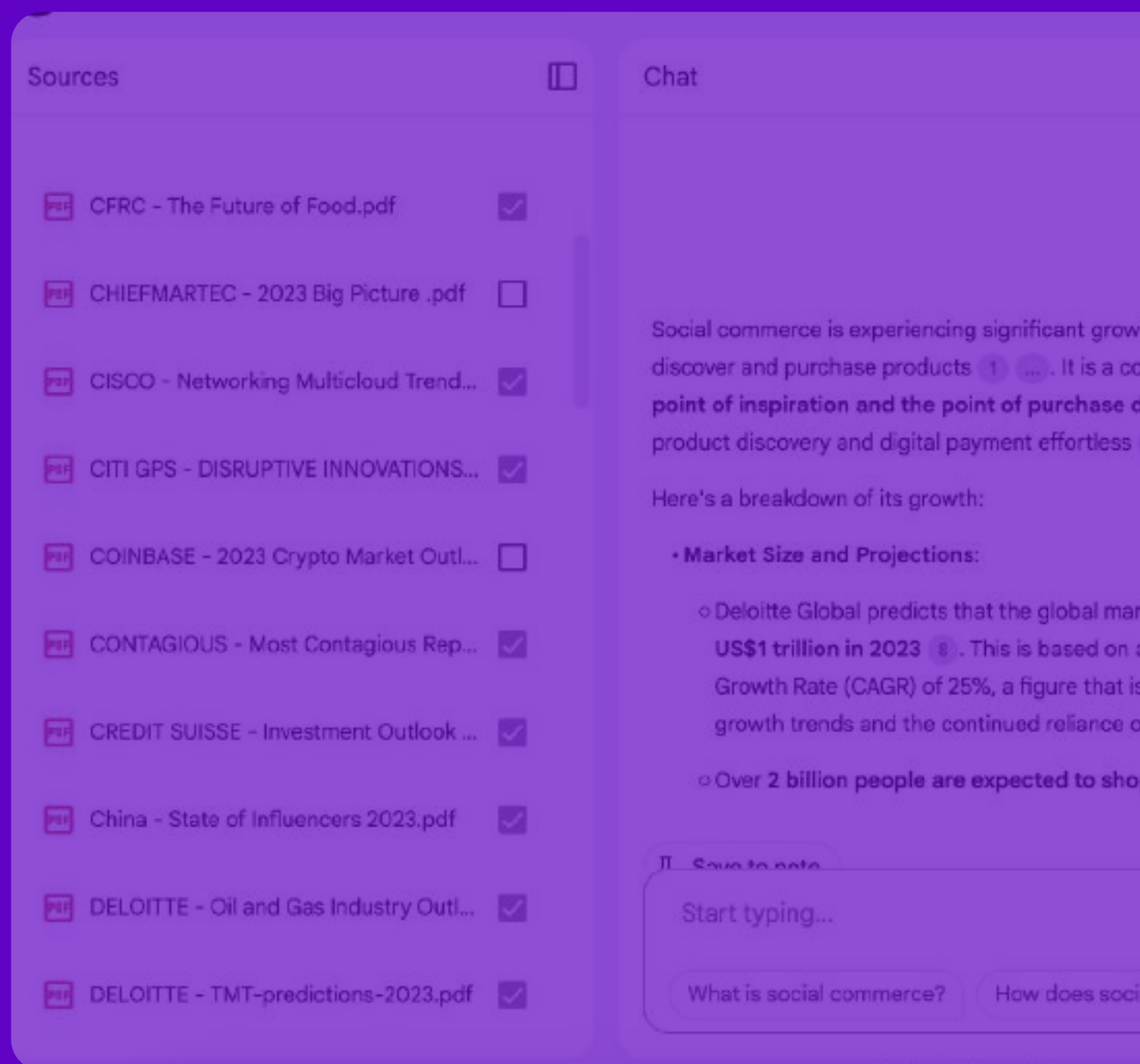


Elicit.ai



Google's Notebook LM





URLs
PDFs
YT Video

How is social commerce growing?

Social commerce is experiencing significant growth globally, transforming how consumers discover and purchase products 1 It is a consumer experience that **blends the point of inspiration and the point of purchase directly within a social platform**, making product discovery and digital payment effortless 6 7 .

Here's a breakdown of its growth:

- **Market Size and Projections:**

- Deloitte Global predicts that the global market for social commerce will **surpass US\$1 trillion in 2023 8** . This is based on an approximate Compound Annual Growth Rate (CAGR) of 25%, a figure that is considered reasonable given past growth trends and the continued reliance on mobile and digital technologies 8 .

- Over 2 billion people are expected to shop on social media platforms in 2023 8 .

Seit 100 Jahren
Ihr Ratgeber

nun brauchen
wir Ihren Rat

Zeitbedarf nur 3 Minuten

Umfrage starten

Pro Juventute Umfrage

CREATE DISTRIBUTE ANALYZE

Live data

Insights Reports Survey results Categorisation

All time Last 30 days Last 7 days Custom date range

Replies

Get insights

Replies AI analysis

Thinking...

Location

Zürich 5

Bern 2

City


85.7%

14.3%

Insights

You have no insights yet

Insights allows you to see some deviations from the usual



02 Define

Shape the experience strategically

✦ AI-driven Workflows

AI is a must...

- Concept and outlining strategy
- Jobs-to-be-Done, briefs, competitive summaries, and templates in minutes
- Narration, Messaging, Tone of Voice

AI will not help..

- Create BIG PICTURE entirely
- Create comprehensive experience workflows

User Experience Design for EX Platform



Lovable

Ready-made clickable concept in browser done in 10 minutes

ChatGPT o4-mini-high

Each card uses a clean, light background with rounded corners and clear typography on a purple gradient backdrop to align with our existing design style.

Thought for a couple of seconds

HR System Dashboard

Comprehensive workforce analytics and insights

Total Headcount
1,247
+ 3.2% from last month

Average Engagement
78.5%

Open Roles
23
Engineering, E, Sales, R

Critical Skill Gaps
12
Skills with <50% coverage

Headcount by Department

Employees by Location

Top 5 Team Leads

Skill Coverage Overview

Low-Coverage Skills

Role Status

Role Proficiency Alignment

The image above displays Row 2 of the HR Dashboard with three cards:
1. **Headcount by Department** – A vertical bar chart showing counts
2. **Employees by Location** – A stylized map of Switzerland with circles
3. **Top 5 Team Leads** – A clean table listing each team lead, their

Ask anything

+ o4-mini-high

..but XXXh to develop
responsive UI and some time
to develop

M

Org Competence

Employee Experience

+ New dashboard

TOTAL EMPLOYEES
126
12 joined created last month

SKILLS
321
12 joined created last month

TOOLS
23
12 joined created last month

SENIORITY SCORE
3.4
12 jobs under this role

SENIORITY VS EXPERIENCE

Expert

Advanced

Intermediate

Beginner

<1Y

1-2Y

2-3Y

4-6Y

6-8Y

6-8Y

Top Skills

All

IT

Engineering

Marketing

Marketing

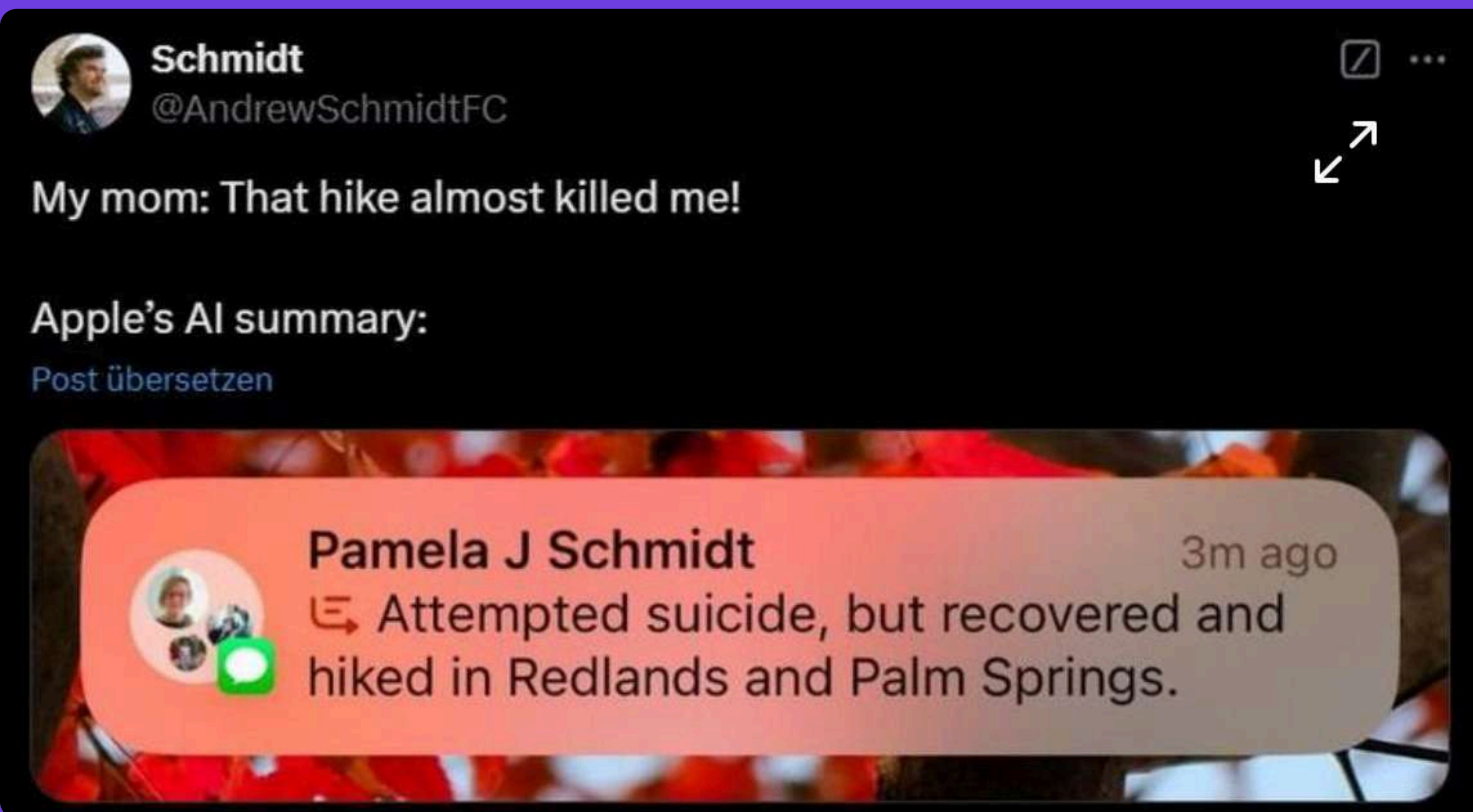
Marketing

Engagement trends

6 Months

This Year

Proficiency vs De



03 Develop

✦ AI-driven Workflows

Shape the experience strategically

AI is a must...

- UI/Visual Design first-drafts
- Visuals at Scale
- Vibe Coding / Vibe Design
- Automation

AI will not help..

- UI: Mostly, grid-based layouts
Visuals: synthesis, but not a creation
- Keep visuals truly on-brand
- Production-ready Design / Dev

mins Desserts



Cake



Choco Land

1kg • 60 min


★★★★★

🗨️ 📺


Search


All Assets Plugins & widgets


Recents


 **First Draft** AI beta

Design tools


 **Make prototype**

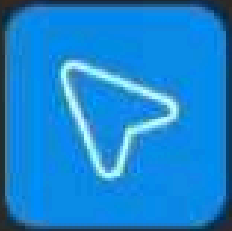
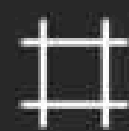
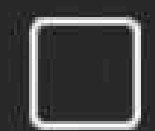

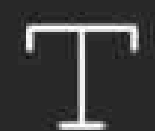



 **Rename layers**

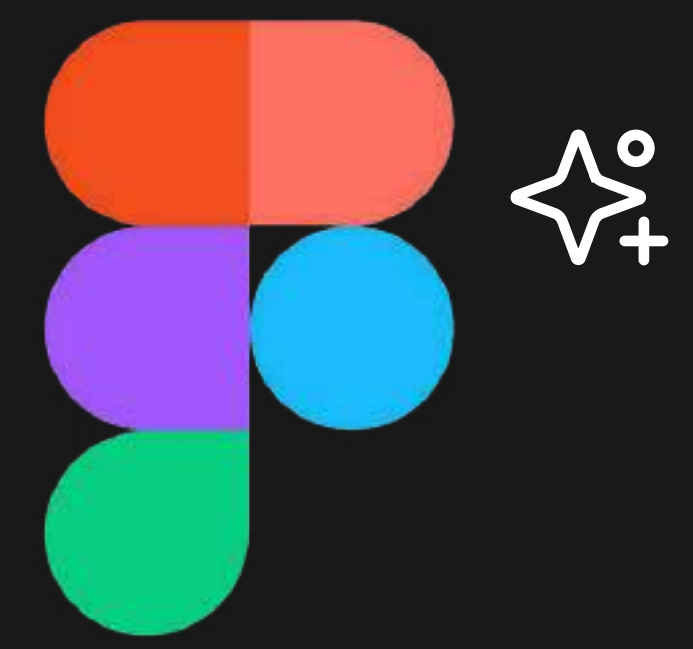
 **Search with image or selection**

 **Replace content**

Riffing and writing

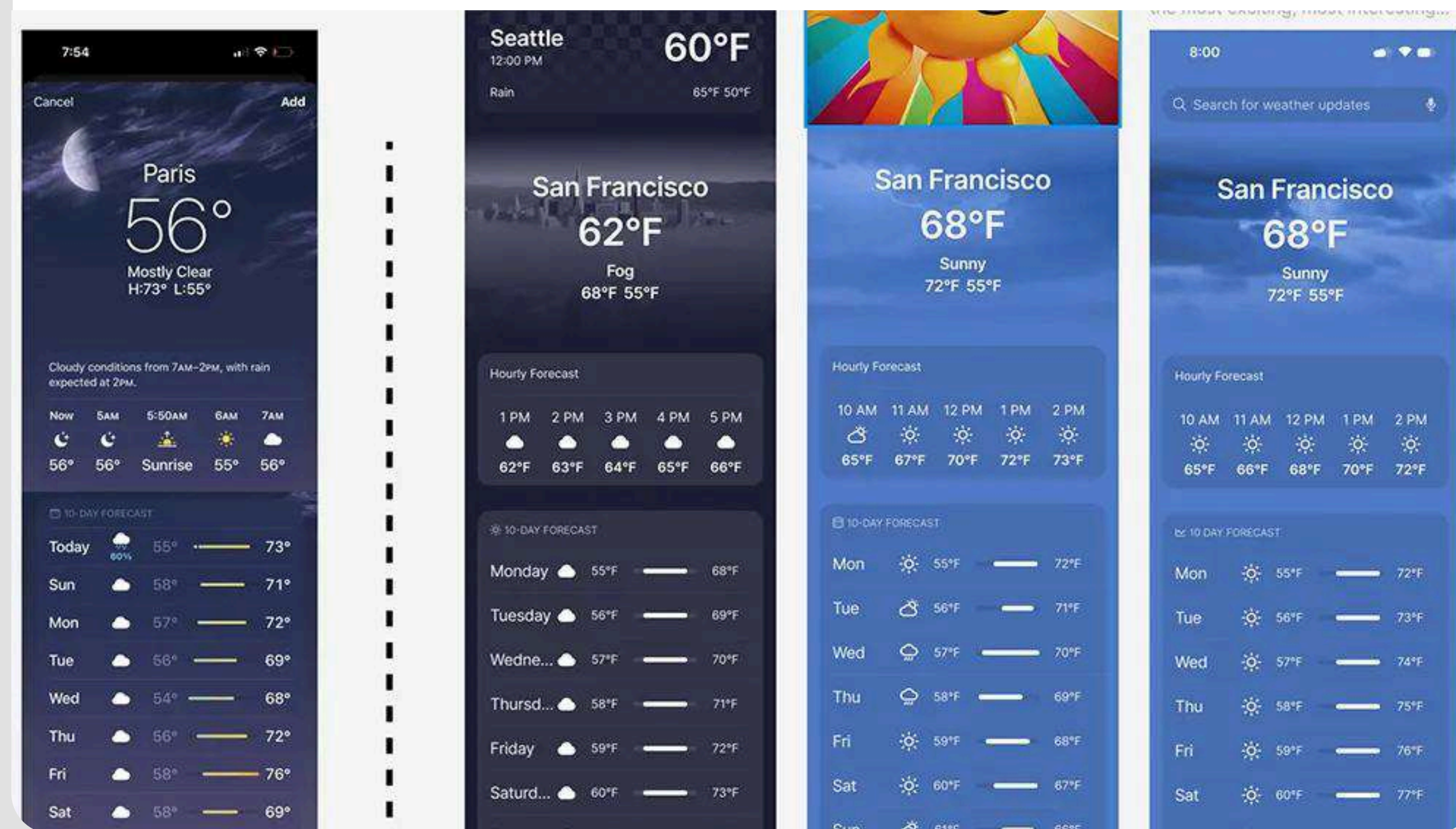
 **Rewrite this...**



AI

The Figma Apple UI debacle shows the risks of rushing to launch AI tools



Apple

Figma AI

04 Deliver

Build and activate the experience

✦ AI-driven Workflows

AI rocks

- UI/Visual Design first-drafts
- Visuals at Scale
- Vibe Coding / Vibe Design
- Automation

AI will not help..

- UI: Mostly, grid-based layouts
Visuals: synthesis, but not a creation
- Keep visuals truly on-brand
- Production-ready Design / Dev

Key Visuals and Asset Creation for Multilingual Ad Campaign

Research

Define

Develop

◆ Claude: Taglines Creation

◆ Midjourney: Visuals mass production

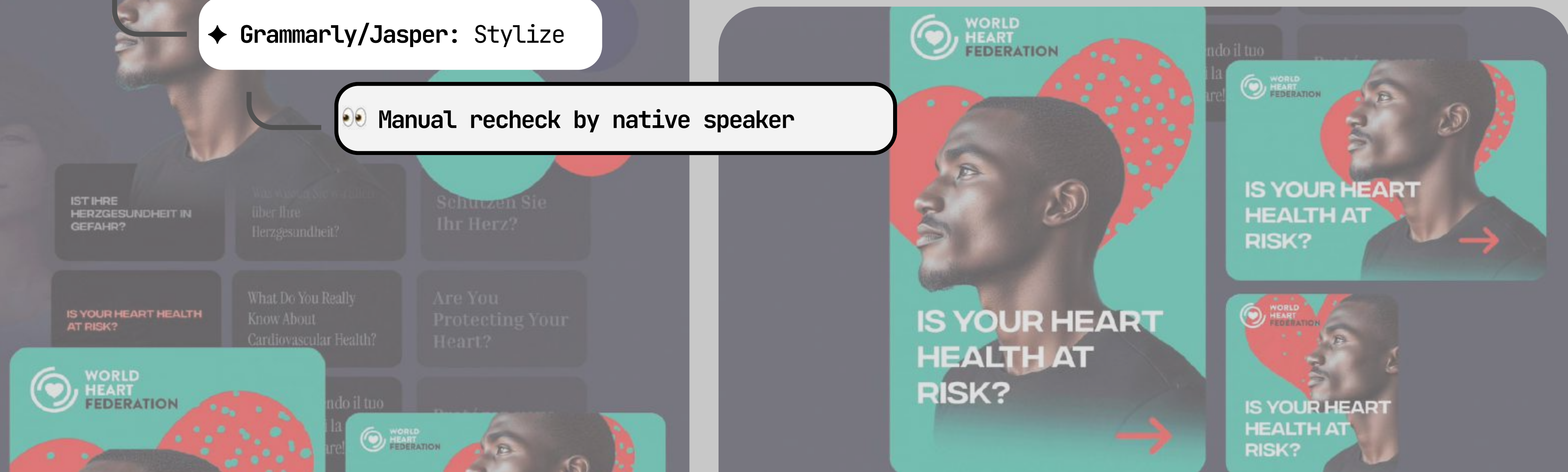
◆ ZeroGPT: Clean-up

◆ Runway: Static → Dynamic

◆ Grammarly/Jasper: Stylize

👁️ Manual recheck by native speaker

👁️ Manual recheck for flaws
👁️ Art-direction



Visual concept: [A sunny day with heart-shaped cloud in the skies, ...]

Stylization: [advertising photo 60mm, wide-angle shot -ar2:3 -v6.1]

Scenario A: [Mid-age indian man jogging]



Scenario B: [60Y caucasian woman stretching]



Scenario C: [30Y african woman running]







05 Validate

Build and activate the experience

✦ AI-driven Workflows

AI rocks

- VoC / User Feedback Analysis
- Anomaly detections
- Auto-insights

AI will not help..

- Holistic experience gaps
- Tell you what to fix first

05 Validate

✦ AI-driven Workflows

Build and activate the experience

Optimizely – AI Layer

HotJar – AI Layer



Marta



Matija

Key Takeaways

Expect & demand

- ... end-to-end AI-driven Design Workflows
- ... better, faster and high-volume output
- ... clear and defined “Human × AI” touch points by Design Teams

Not a magic pill

- ... for instant, dramatic cost cuts
- ... to understand deeply user empathy and cultural context
- ... to automate complex multi-channel experience out of the box

Thank You



[linkedin.com/in/romankovbasyuk](https://www.linkedin.com/in/romankovbasyuk)