



# Design Smarter

Leveraging AI as a Creative Designer

Product Designers  
Graphic Designers  
UI/UX Designers  
Illustrators  
Digital Artists

By:  
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(Creative Designer)



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A Ghanaian creative designer with over a decade of experience in design, branding, and storytelling. I explore the intersection of tech and creativity,

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# Welcome to the New Era of Design

Let's face it, design has changed, and honestly, it's exciting. We're in an age where you can sketch out an idea in seconds, generate mockups in minutes, and collaborate with smart tools that understand your vibes. This isn't a cheat code, it's the new normal. AI isn't here to steal your job, it's here to amplify your creativity, spark fresh concepts, and make room for the bold stuff.



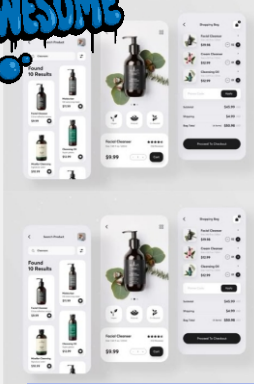


# Why AI Isn't Replacing You? It's Elevating You

AI can't vibe check a client. It doesn't know how to pull cultural references from your childhood, or blend colors based on a feeling. What it can do?

- › Handle repetitive tasks
- › Suggest unexpected variations
- › Help you test designs at scale
- › Turn rough ideas into prototypes in minutes
- › You're still the magic, the AI just helps you move faster.

AWESOME





# How to Think Like a Designer in the AI Age

Design thinking still matters, it just moves quicker.  
You're not just the pixel pusher anymore.

You're:

- › The curator of AI-generated ideas
- › The director of your creative ecosystem
- › The storyteller who gives context to cool designs
- › Prompt like a poet. Remix like a DJ. Ship like a boss.



# **My real life use case**

## **Second in a national art competition**

How AI helped me make art



In 2024, I had the honor of participating in a national art competition hosted by Amnesty International Ghana, centered around a powerful and timely theme: Ending Period Poverty in Ghana.

This piece you see here was my submission, an emotionally charged visual story rooted in the experiences and strength of Ghanaian women. The pose of the central figure was crafted using AI tools, helping me sketch out the foundation of the concept. From there, I used Photoshop to layer in the textures, colors, symbols, and surreal elements that brought it all to life.

The hands represent sympathy, protection, and love. The rising sun behind stormy red skies symbolizes hope through adversity. Every detail in this piece was intentional and deeply connected to the competition's message.

I was proud to place second nationally, and I genuinely celebrate the winner, a brilliant female creative whose work captured the essence of the theme in a way that was both raw and inspiring. She absolutely deserved the top spot.

For me, this project was about more than just recognition. It was a reminder of how AI can fuel creativity, how tech can amplify purpose, and how art continues to be a voice for change.

**Lesson?** You don't need everything figured out. You just need an idea, and the right creative tools to bring it to life.

# AI Tools for Graphic Designers (Free & Paid)

## Free:

### [Canva \(with Magic Design\)](#)

Your go-to design buddy with AI that auto-generates templates, color combos, and even social media content in seconds. Great for fast, beautiful designs.

### [Adobe Express](#)

Think of this as Photoshop,-lite with smart features. Great for quick posts, branded graphics, and magic text effects powered by Adobe Firefly.

### [Photopea](#) Photopea

A browser-based Photoshop twin that lets you work with PSDs + AI-powered tweaks, without downloading anything.

## Paid:

### [Adobe Firefly](#)

Adobe's crown jewel of AI. Generate graphics, text effects, and design elements just by typing prompts. Fully integrated into Creative Cloud.

### [Kittl](#)

Perfect for logo design, retro typography, and layouts. It comes with cool templates and a vibe that screams "creative pro."

### [Midjourney](#)

The dream machine for surreal art, concept design, and unique compositions. Feed it prompts, and it gives you art that pops.

Use these for: branding, templates, layout suggestions, creative exploration.

# AI Tools for UI/UX Designers (Free & Paid)

Free:

[Uizard](#)  **uizard**

Sketch an idea on paper, upload it here, and boom, you've got a working wireframe. Great for mockups and early prototypes.

[Penpot](#) 

Open-source UI/UX design tool with smart layout suggestions. Collaborate like Figma, but with freedom.

[Framer AI](#) 

Design and deploy landing pages or apps using text prompts. Like ChatGPT, but it builds your portfolio site.

Paid:

[Galileo AI](#) 

You write a short app idea, and it generates a whole UI. Magic-level prototyping, great for startups and design sprints.

[Relume](#)  **Relume**

Build clean, conversion-focused websites with auto-generated components. Comes with a library that thinks for you.

[Magician for Figma](#) 

A Figma plugin that generates icons, copy, and UI ideas based on prompts. Feels like having a design intern in your sidebar.

Use these to: generate wireframes, user flows, UI kits, responsive components.



# AI Tools for Product Designers (Free & Paid)

Free:

[Figma + Plugins](#) 

Use AI plugins for things like auto-layouts, data population, or design suggestions inside your Figma workflow.

[Draftium](#) 

Fast wireframing tool that helps you visualize landing pages and app screens quickly, with smart AI-driven layout options.

Paid:

[Uizard Pro](#)  **uizard**

Tailored for MVPs and quick testing. Converts hand-drawn ideas into usable design prototypes.

[Vizcom](#) 

If you're into hardware or 3D products, this one's for you. Sketch to 3D visualization in minutes—great for industrial design.

[Autodesk Generative Design](#) 

Next-level stuff. It explores thousands of design options based on constraints. Perfect for engineers, industrial designers, and product innovation.

These tools help with rapid prototyping, 3D visualization, and smart testing.

# AI Tools for Illustrators (Free & Paid)

## Free:

### [DALL·E](#) DALL·E

Generate unique illustrations or style variations with just a sentence. Great for concept art, storyboards, or children's books.

### [Scribble Diffusion](#)

Turn your messy doodles into polished art. You sketch a line, the AI makes it gallery-worthy.

### [Artbreeder](#)

Blend images, faces, or landscapes like a DJ. Perfect for character design and experimentation.

## Paid:

### [Midjourney](#)

Ideal for experimental illustration styles, dark fantasy art, or high-detail concept pieces.

### [Adobe Firefly](#)

Style-transfer features and text-to-image tools specifically geared toward illustrators and digital painters.

### [Clip Studio Paint EX \(AI features\)](#)

Already a fave among comic artists, now upgraded with AI pose suggestions and line art clean-up.

Generate base sketches, experiment with styles, or concept surreal scenes.

# AI Tools for Digital Artists (Free & Paid)

## Free:

[Deep Dream Generator](#) 

Trippy and surreal. Turn normal photos into AI-enhanced psychedelic masterpieces.

[NightCafe](#) 

A full creative suite for generating art from prompts. Multiple styles and effects to play with.

[Craiyon](#) 

Formerly known as DALL-E Mini. Great for light sketches and quick ideation.


## Paid:

[Runway ML](#)  **runway**

Mind-blowing video editing, background removal, motion tracking, pure AI magic for multimedia artists.

[Leonardo.Ai](#) 

Custom-trained image generation for professional digital art, game design, and visual exploration. Super fast and versatile.

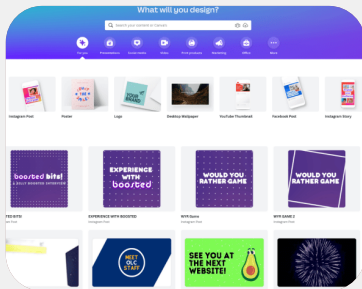
**Photoshop (Generative Fill)** 

Classic meets future. Use text to replace, extend, or generate photo content. It's Photoshop, but smarter.

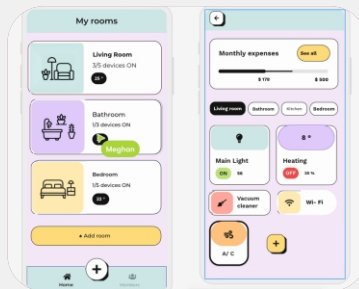
Try AI-assisted painting, stylization, or trippy effects.

# Top AI-Powered Workflow Tips & Hacks

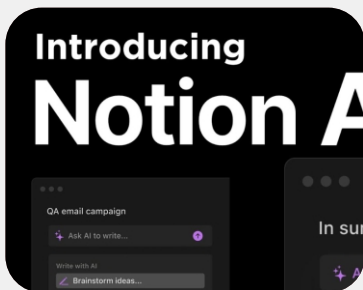
Batch-generate social media posts with Canva Ai



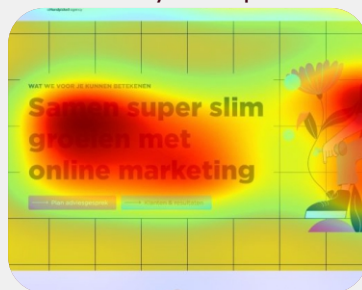
Voice to wireframe with Uizard



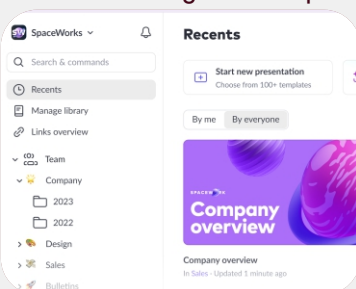
Generate design briefs in Notion AI



Use AI to check contrast and hierarchy with Alpha.one



Auto-create slide decks for client meetings in ClickUp



Illustrate with Chat GPT 4o, Your imagination is your limit.



# Real-World Use Cases & Success Stories

## A freelancer rebranded a startup in 2 days using Firefly and Figma plugins

A solo designer used Adobe Firefly and Figma plugins like Magician to rebrand a startup in just 2 days. That's logo, color palette, pitch deck slides, and social posts, ready to ship. The client was stunned, and honestly, so was I.

## A clothing brand prototyped 50 merch designs in a weekend using Midjourney

One streetwear brand prototyped 50 merch concepts in a single weekend using Midjourney. Think graphic tees, hoodies, caps, all with custom prompts. They validated the best ones on Instagram before even printing a thing.

## A UX designer turned a messy voice note into a wireframe flow in under 10 minutes

A UX designer got a voice note from a client that was, well... chaos. Instead of panic, they dropped it into a transcription tool, fed it to ChatGPT, and within 10 minutes had a clean user flow + wireframe sketched out in Figma. That's AI project management.

*Moral of the story? It's not about replacing your process, it's about speedrunning it. AI is your backstage crew.*



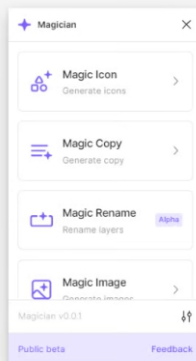
# Inspo + Showcase Space 1

Midjourney prompt + result:

/imagine prompt: Historic Cityscapes, Rome, Italy  
with its ancient Roman structures –v 5.2



Figma wireframe using Magician plugin





# Personal AI Toolkit Starter Pack 1

Welcome to your AI-powered utility belt. These tools are like your creative sidekicks, each one with its own superpower. You don't need to master them all at once. Pick the ones that vibe with your current workflow, and expand from there.

## • Midjourney or Firefly – creative visuals

Need stunning visuals without spending hours sketching? These are your go-tos. Midjourney thrives on stylized, artistic prompts, great for branding, concept art, and merch ideas. Think: album covers, surreal compositions, dreamy aesthetics. Adobe Firefly plays better with branded assets and professional visuals. It's built for designers who need polished, editable results.

Use Case: A client says “make it feel like 90s grunge meets cyberpunk vaporwave” and you're like... bet. Prompt it in Midjourney and let the magic happen.

## • Figma + AI plugins – UI work

Figma is already the industry darling for UI/UX work, but pair it with plugins like Magician, Genius, or Automator, and it becomes a UI powerhouse. Generate button copy, icons, layouts, and flow diagrams without lifting your fingers off the keyboard. Perfect for moodboarding apps, client wireframes, or internal prototypes on tight deadlines.

Pro tip: Use “Wireframe by Magician” to turn vague text descriptions into clickable layouts, yes, it really works.

# Personal AI Toolkit Starter Pack 2

## • **Notion AI – ideas & briefs**

Ever stared at a blank screen wondering how to start that brand brief or client strategy doc? Notion AI gets you unstuck. Write content outlines. Summarize long research dumps. Create idea lists for campaigns. Generate client Q&A templates

Use Case: Got a jumbled voice note from a client? Transcribe it and let Notion turn it into a structured brief. Boom, instant clarity.

## • **Canva Pro – branded content**

Canva has leveled up big time with its AI-powered tools like Magic Write, Background Remover, and Magic Resize. Create Instagram carousels, pitch decks, mockups, or storyboards in a flash. Use brand kits to keep everything consistent. Collaborate with non-designer teammates easily

Pro move: Use Canva to turn your AI-generated images into client-facing slides or mockups without touching Photoshop.

## • **Runway ML – motion/video/AI experiments**

This is where things get juicy for motion designers and experimental creatives. Replace backgrounds in video. Generate animations from text. Stylize videos like an art director. Whether you're building a YouTube intro, a client ad, or just vibing out with visuals, Runway ML makes you feel like a VFX pro without needing After Effects experience.

Creative Challenge: Remix your Midjourney images into short clips using Runway's motion tools.

# Personal AI Toolkit Starter Pack 3

## • **Leonardo.Ai – visual explorations**

Think of Leonardo as your concept artist bestie. It's great for stylized illustrations, character design, game assets, or anything that leans heavily into visual storytelling. It's fast, high-res, and gives you tons of style options. Use it for brand moodboards, narrative design, or even pitch decks

Pro move: Stack Leonardo with Photoshop's Generative Fill to refine or extend images into full-scene compositions.

## • **ChatGPT – feedback, research, ideas**

Let's not sleep on this one. Whether you're naming a product, writing a tagline, or needing design feedback, ChatGPT is like your always-on creative partner. Idea generation, Copywriting, Research summaries, Prompt refinement for other AI tools

Super Tip: Use ChatGPT to write prompts for Midjourney, Runway, or Firefly based on your brand tone or client vibe. Meta? Maybe. Useful? Heck yes.

## **Extra Tip: GPT Prompt Formula:**

Role + Task + Context + Style + Format = Results

Example: "You are a senior brand strategist. Write a product description for a new eco-friendly backpack brand. The tone should be friendly and modern, and it should include 3 bullet points explaining its features. Target audience: urban millennials who care about sustainability."



# Bonus Tips

## [Polotno Studio](#) (Canva for free)

A no-signup, free alternative to Canva, Polotno Studio lets you whip up social media posts, presentations, flyers, and more without hitting any paywalls. Clean interface, drag-and-drop design, and totally browser-based. Great for quick content creation on the go.

## [apob.ai](#) (animate video)

Got a still image? apob.ai animates it into a short video—perfect for Instagram reels, story promos, or client demos. Upload a pic, choose an effect, and watch it move. No editing skills needed, just vibes.

## [pacdora.com](#) (shirt mockups online)

Mock up T-shirts, hoodies, packages, and more straight from your browser. Pacdora is a lifesaver for designers who want high-quality 3D mockups without downloading bulky software. Customize, export, impress.

## [home.by.me](#) (interior design)

Design your dream room or layout like an interior architect. With drag-and-drop furniture, color palettes, and 3D walkthroughs, this is the go-to for spatial planning, home makeovers, or moodboarding real estate projects.

## [bg.addy.ie](#) (remove bg from images for free)

Need a clean background removal tool? bg.addy.ie strips backgrounds from images instantly—for free. It's fast, doesn't watermark your image, and works great for eCommerce shots, profile pics, and design layering.

## [Convertio](#) (convert any file to any format)

Ever needed to change a .psd to .jpg, or .mp4 to .gif? Convertio converts just about any file type into another. Supports documents, images, audio, video, and more, no installation, no stress.



## Future of Creative Work: My Predictions



Alright, time to nerd out a bit. Here's what I think is actually coming:

Prompt Engineers = Art Directors 2.0. The person with the best questions will steer the creative ship. It's less about tools, more about how you talk to them. All about using tools to get the most out of your creativity, or let's say creative thinking.

Templates will evolve: Think smart design kits that adapt to your vibe and brand tone automatically. AI will learn your "creative fingerprint."

Design portfolios = AI work flows. It won't just be "here's the logo I made," but also how you made it. Which tools. What prompts. What experiments.

AI won't take your job, it'll take your boring jobs. Say goodbye to resizing banners for 20 social platforms, what a job to do in hours. AI eats that for breakfast.

Human + AI collabs will be the default. Expect hybrid teams: creative humans + AI copilots working side-by-side. Think jazz band, not factory line. Spitting out projects in few hours instead of days.

**YOU ARE  
AWESOME!**

## **Thank You!**

Big thanks for grabbing this ebook. I hope it helps you unlock wild creativity and build smarter with AI.

Let's stay connected on X (Twitter):

Follow

Keep creating, keep experimenting. The future is ours to design.

-Kelvin Wireko

# Appendix :

## Full Tools List with URLs

[Canva](#)

[Midjourney](#)

[Adobe Firefly](#)

[Figma](#)

[Runway ML](#)

[Leonardo.Ai](#)

[Galileo AI](#)

[Magician](#)

[Uizard](#)

[Notion AI](#)