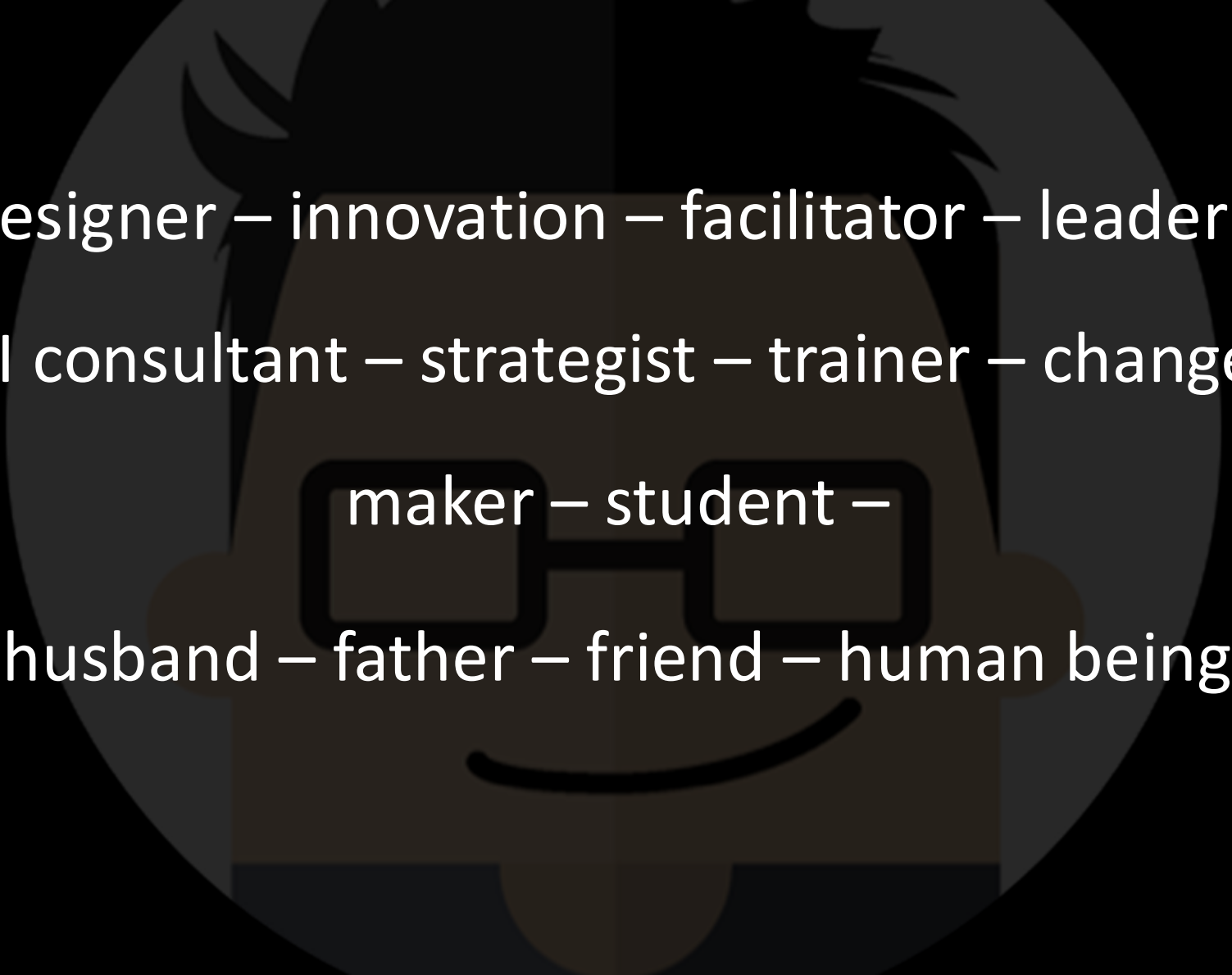


Design in the age of AI

Pascal Geronimi, Change Agent, Puzzle ITC

A species on the
brink of extinction.

The Designer



Designer – innovation – facilitator – leader –

AI consultant – strategist – trainer – change-

maker – student –

husband – father – friend – human being

Quick Poll

Who has used Gen
AI at least once in
the last week?

Quick Poll

Who has used Gen
AI three times in the
last week?

Who has used Gen
AI every day in the
last week?

AI is the answer.

But what was the question?

The Great Accelerator.

Get used to it.





AI



AI

Second Quick Poll

How often do you
design AI products?

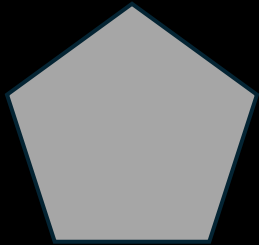
Second Quick Poll (2)

What's your level of
AI Literacy?

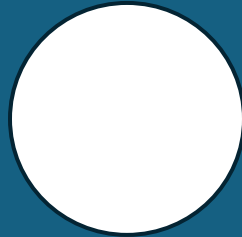
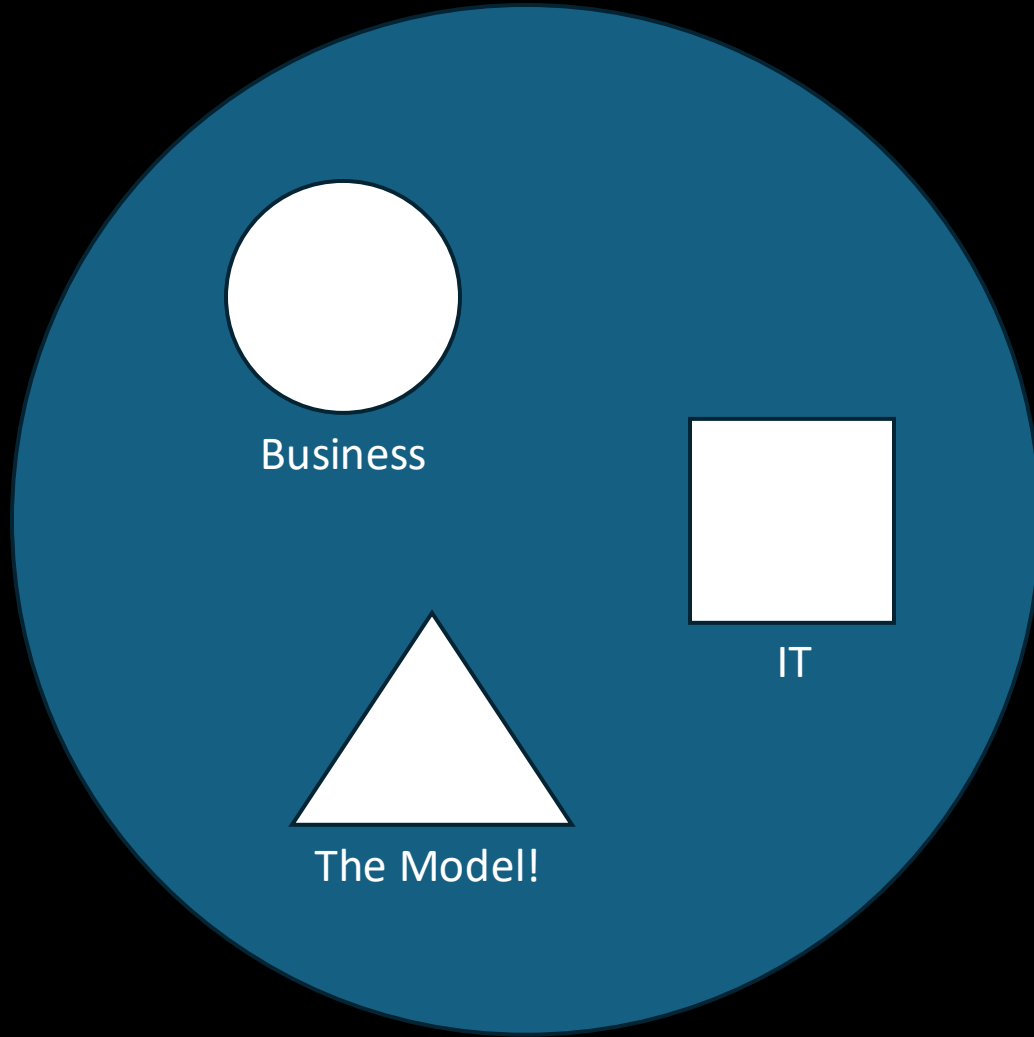
What's going on?

What's going on?

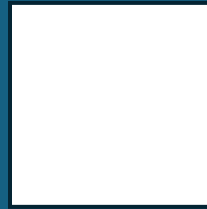
AI is driven by
profit + technology.



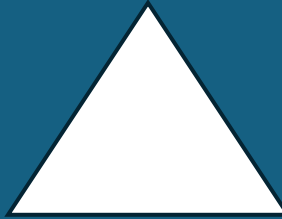
Designer :/



Business



IT



The Model!



What future do we want
to create?

What's going on?

AI as design material

Research

Wireframes

Interviews

Prototypes

Personas

Design Systems



Low

Perceived Value

High

What's going on?

Design tools aren't built to
render AI behaviour

Are we f***?

Good news (1/3)

**85% of AI initiatives
will fail.**

Top 5 Reasons for failure

1. Misaligned goals
2. Data deficiencies
3. Tech-centric approaches
4. Lack of Ai expertise
5. Resistance to change

Top 5 Reasons for failure

1. Misaligned goals
2. Data deficiencies
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Good news (2/3)

Humans are humans.

Good news (3/3)

Humans can adapt.

What you can do

What you can do (1/3)

Get AI-literate!

What you can do (2/3)

Learn to prototype AI.



show me the events in 2024

sql

Copy

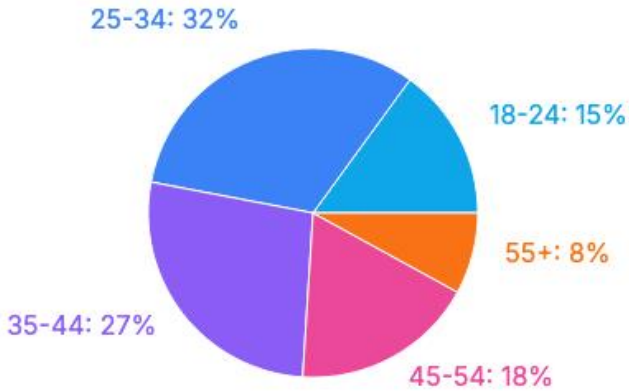
```
SELECT id, name, description, start_date, end_date, location, organizer_id
FROM events
WHERE start_date >= '2024-01-01' AND start_date < '2025-01-01'
ORDER BY start_date;
```

id	name	description	start_date	end_date	location	organizer_id
1	Annual Conference 2024	Main yearly gathering for all members	2024-02-15	2024-02-17	Convention Center	1
2	Spring Workshop	Professional development workshop	2024-04-10	2024-04-10	Training Center	2
3	Summer Networking Event	Casual networking opportunity	2024-06-22	2024-06-22	Riverside Park	1
4	Finance Symposium	Advanced financial strategies discussion	2024-08-05	2024-08-06	Financial District Office	3
5	Fall Leadership Retreat	Planning session for organizational leaders	2024-10-12	2024-10-14	Mountain Lodge	1
6	Tech Innovation Summit	Exploring emerging technologies	2024-11-08	2024-11-09	Innovation Hub	4
7	Year-End Gala	Celebration of yearly accomplishments	2024-12-18	2024-12-18	Grand Ballroom	1



Here's a breakdown of our customer demographics:

Customer Age Distribution



Customer Distribution by Region

REGION	CUSTOMERS	PERCENTAGE
North America	12500	45

```
/home/project/src/utils/queryProcessor.ts:788:18  
end of file
```

```
/home/project/src/utils/queryProcessor.ts:788:18
```

```
Expected "}" but found end of file
```

```
786| Date: ${new Date(targetEvent.start_date).toLocaleDateString()} to ${new Date
```

```
787| Location: ${targetEvent.location}
```

```
788| Organizer: ${organ
```

```
|  
| ^
```

```
at failureErrorWithLog (/home/project/node_modules/esbuild/lib/main.js:1462:15)  
at start/< (/home/project/node_modules/esbuild/lib/main.js:745:50)  
at sendRequest/responseCallbacks[id] (/home/project/node_modules/esbuild/lib/main.js:612:17)  
at handleIncomingPacket (/home/project/node_modules/esbuild/lib/main.js:667:20)  
at readFromStdout (/home/project/node_modules/esbuild/lib/main.js:590:27)  
at emit (node:events:30:10899)  
at addChunk (node:internal/streams/readable:225:3685)  
at readableAddChunk (node:internal/streams/readable:225:3393)  
at internal/streams/readable/Readable.prototype.push (node:internal/streams/readable:225:4971)  
at onStreamRead (node:internal/stream_base_commons:211:2596)  
at _0x24052e/< (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)  
at _0x1ca815/< (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)  
at _0x3f1955/< (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)  
at _0xd40a35 (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)  
at _0x1ca815 (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)  
at _0x1ab2fd (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)  
at _0x146c8d/< (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)  
at _0x146c8d (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)  
at _0x213990 (https://zp1v56uxy8rdx5ypatb0ockcb9tr6a-oci3.w-credentialless-staticblitz.com/blitz)
```

Click outside, press `Esc` key, or fix the code to dismiss.

You can also disable this overlay by setting `server.hmr.overlay` to `false` in `vite.config.ts`.

What you can do (3/3)

Ethical AI.

Start now.