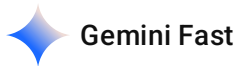summarize

https://medium.com/design-bootcamp/why-are-designers-leaving-figma-the-great-transition-1a63d8b03745

Gemini Fast

In the Medium article "**Why Are Designers Leaving Figma? The Great Transition,**" author Punit Chawla (and echoed by other industry voices like Andreas Kruszakin-Liboska) argues that the design landscape is shifting from a focus on "static pictures" to "functional reality."

The "Great Transition" isn't necessarily a mass exodus to a single competitor, but rather a move toward tools and workflows that prioritize **code-adjacency, AI-driven automation, and production-ready output.**

Key Reasons Designers are "Leaving" or Shifting Away from Figma:

1. The "Static File" Bottleneck The traditional handoff—where a designer builds a high-fidelity "clickthrough" in Figma and then watches the implementation "drift" during development—is becoming too slow. Designers are increasingly frustrated by the gap between a "perfect" Figma mockup and the actual product that ships.

2. The Rise of "Prompt-to-Code" Tools Newer tools like **Lovable, v0, Windsurf, and Cursor** allow designers (and teams) to move from a prompt or a basic sketch directly to a running code repository. When a team can see a functional prototype in hours rather than weeks of static iteration, the "source of truth" shifts from a Figma file to a production-ready build.

3. Feedback Quality The article notes that when stakeholders review a live, coded prototype, the feedback is much more technical and useful (e.g., "this timing feels right") compared to the aesthetic-heavy feedback often received on static Figma frames ("I like this color").

4. The "AX" (Agent Experience) Shift In 2025–2026, the focus is moving from traditional UX (point-and-click) to Designing for Agents (AX). These systems are dynamic and "act" rather than just "show." Figma, which is built for drawing static interfaces, struggles to keep pace with the logic and behavior required for AI-driven products.

5. Over-Engineering and Complexity As Figma has added more advanced features (variables, advanced prototyping, dev mode), some designers feel they are spending more time "engineering" a

UI inside Figma than actually solving user problems. This leads to "over-engineered" components that are hard for other designers or developers to use.

The New Required Skill Stack

The article suggests that to survive this transition, designers are moving toward:

- **Front-end literacy:** Understanding how the code actually works.
- **Prompt craft:** Being able to guide AI tools to generate stable, testable output.
- **Systems thinking:** Focusing on the entire user journey across different agents, rather than just individual screens.

Conclusion

Figma isn't "dying," but its role is changing. It is no longer the center of the design universe; instead, it is becoming a tool for exploration and alignment, while the **functional prototype/code repo** is becoming the true destination for high-impact design work. Designers are "leaving" the mindset of being "Figma Operators" to become **Product Shippers.**