

Moderator	Questions	Responses	
Celine	so to begin the interview, we wanted you to tell us a bit about yourself and what your role is and what responsibilities you have in your role.	I've been working in product design for 10 years, so especially focused on creative tools, so basically I make software for other creatives to use. Before I was at Veed, which is my current company where I help build a video editing software that's a competitor to tools like cap cut or Premiere pro, I was working for a company called Framer. Which builds a no code website tool and it's my job to sort of decide what the interface looks like, design all the icons that go into the app, tell the engineers what happens when you click on a button. <sup>1</sup> And sort of like ID new features. All of this stuff, so it's very sort of like multidisciplinary. <sup>1</sup>	
Deuza	So now I will just present the topic. Basically what we are doing is we are doing a research paper on SMEs and AI integrations. <sup>1</sup> So basically we want to look into several metrics like performance. <sup>1</sup> How do creative people perceive AI integration in their job role? <sup>1</sup> Happiness levels and job satisfaction. <sup>1</sup> So those are the main topics. <sup>1</sup>		
Viki	We have 4 sub topics which we are going to each us focus on one of them. <sup>1</sup> So the first one is operational efficiency, basically we wanna investigate whether AI tools enhance task speed or accuracy productivity with an SMEs and whether they help automate like the routine work or reduce errors. <sup>1</sup> Then we also focus on job satisfaction across different business sizes, we wanna explore how AI impacts employee satisfaction in small and medium sized businesses and focus on whether the size of the company also plays a role in like the fulfillment with AI integration. <sup>1</sup> Then we wanna focus on creative fields, basically we are looking into how employees in creative roles such as marketing or design perceive AI. <sup>1</sup> So whether it for example, support or undermine their creativity, how do you feel about it and how they feel about the their like professional identity and then we are looking into job security. So we wanna examine whether having AI related skills or being able to use AI makes employees feel more secure in their jobs or whether they feel maybe threatened that they will lose their job in the future because they will be replaced by AI. <sup>1</sup> And yeah, so those are the four main subtopics that we focus on.		
2	Deuza	So my first question is they do you use AI at all? <sup>2</sup>	To be honest, no, I think I am part of a profession that builds these AI tools instead of using them. <sup>2</sup> I know friends that are copywriters, for example, that use it very heavily in their day-to-day. <sup>2</sup> I know 3D artists and like other fashion designer friends for example, that use it for inspiration, but for my job particularly, not that much. I do use it for the occasional copy check, if I can't think of a way to label a certain feature, for example, but other than that, I would say that it hasn't really changed my day-to-day much.
		Job Satisfaction	

3	Deuza	does AI improve operational efficiency?	<p>For my role, it's highly strategic. It has to do with a lot of thinking in terms of like what's going on. I'm in one of those positions where I have to look at the industry. I have to look into my own soul. I had to look into, you know, like the constraints of the company in terms of resources and put all these together and sort of ideate new features that will bring the company forward and help it have like a unique place in the market and I don't think that AI is advanced enough yet, and hopefully never will be to sort of take over this part of like the creative process. In terms of actually designing the interface as well, first of all, I don't think there are any tools out there that offer like an AI generated UI design. Like if you put it in input off the top of my head. But also I've been in this profession for 10 years so, even without that help, I'm pretty sufficient in being able to come up with my own ideas. Like when I receive a brief, it doesn't take me very long now to come up with some sort of solution because I've done it for so long. So maybe that's also why I don't lean on it as much, because it's not something that I look to other things for inspiration at this point. In terms of the copy though, I do think that there is something to be said there in terms of how that helps my work efficiency, because before there was a whole sort of sector in tech that had to do with technical writing and UX copywriting. I think I'm seeing that a lot of these roles are becoming just like made redundant or like nonexistent anymore, because those things can be very much done by ChatGPT. So when it comes to trying to come up with like a new name for a feature, we had this feature recently where we wanted people to be able to group like a logo and a title together and then save it so that they can reuse it in their videos. In the beginning we wanted to call these components, but then since that's more of a technical term, we were a bit afraid that our user base wouldn't understand that, so in this case I would go to ChatGPT and ask hey, this is the feature that we're trying to build, what are 10 different alternative names for this feature? One word answer only please. Like something simple that like, the average person that's not tech savvy would understand. Then it would give me a list and then I would choose from there. But even then, like it's still very much up to us to decide what's best for the company and what fits our goals. So that's like the only active use case that I think I've seen AI being integrated into my day-to-day life. So and of course, like we use it for fun within the team to like generate like funky thumbnails and stuff like that.</p>
4	Deuza	Do you feel any new bottlenecks that you wouldn't have if AI did not exist? So any change that you feel like is a bottleneck	<p>Like going back to the copy thing, I would always have to loop in somebody and then that takes time because I need to take some time out of their day and then schedule that in advance, blah blah blah. I'm thinking less about like my workflow, but the workflow of our users like we implement a lot of these like quick editing like Magic AI editing features to help them make their processes more efficient. I think maybe if I were more in their space like, I would definitely lose time, like trying to go in and manually edit like all my videos by myself. For like to cut out certain things without the help of AI. But me personally on a day-to-day, I don't think that there's. Just changed but also, I don't know. I think I've always been like a bit skeptical and a bit like more removed from AI from the beginning. Like I work as a product designer by day, but I'm so tired of digital at this point that like after work I'm like trying to create a F Label and I'm just like sewing all the time. So it's like, I don't know, it's if it's also like my active choice not to use it. Maybe I'm not the best person to ask about it.</p>
5	Celine	So you mentioned that you don't really use AI in your day-to-day life, but do you think that if AI were to improve and could maybe not replace your role but enhance your skills? Do you think it would enhance your job satisfaction? Do you think it would make your job maybe a bit easier? Or would you be scared that they would replace the tasks that you like doing for example?	<p>It's hard for me to imagine right now because I think the possibility isn't there at the moment, but ten years ago, if somebody said that you could just write in a prompt and then it will give back like this level, this quality of copy for you, I would have probably said like, oh, that's imaginary, right? And then if I think of like how AI would be applied to product design, it would be if I'm struggling to sort of like come up with some sort of interface that none of the other tools out there have solved in a very smart way. Then I would probably give that problem to it and it would spit out maybe 10 different images of how that interface would look like, and I would use that as inspiration or as a starting point to start designing. If the quality was really good, then definitely I think I would use it and at least. Yes, use it as some sort of like a brainstorm, but I don't think I would be too concerned that it would take over my job, or that my job would not exist anymore because the real work actually comes into taking all of those things that you know about the company and all that information and making the right decision as well. So because my job has so much more to do with like the decision making process, I think I'm less concerned that AI is going to like take over my role.</p>

Creativity and AI's Role in Innovation, Job Security and Stability,  
Operational Efficiency

Operational Efficiency

Creativity and AI's Role in Innovation, Job Security and Stability

6 Celine

So maybe you won't know how to answer this question because you don't really use AI, but do you think the size of your company also has influences on the ability to adopt and benefit from AI? So maybe larger company would have more resources or?

I think the interest is always there and especially when you're working in a startup environment or you're working in like a fast-paced industry like tech like they will always adapt and the company size will grow larger or smaller or they will invest in the resources that you need for depending on whatever the goal of the businesses so. I don't think I fully understand the question.

7 Viki

So I think you already answered most of the questions without me even asking them. But maybe what I would want to ask about again is that so you said that you don't normally use it. Like on your day-to-day life because you have a lot of experience in the field, so you are able to kind of like do your job even without it. But like, maybe if you get a brief or like a, yeah, like a creative brief. So this is the project that we're gonna be working on. And you for example, lack the creativity or like the first like first idea of how the project could look like or how the results or the product could look like.

8 Viki

Do you feel like that having the ability to like use, for example, ChatGPT to kind of like generate some of the ideas for you. Does it make you feel more secure about a job? Do you feel like oh, yeah, So even though I don't really feel that creative today, for example or what this product could be like in a couple of weeks or months of working on it so I can use ChatGPT to give me the starting point or like the starting idea, and do you feel more secure thanks to that.

I think the thing about my role is there's so many things that you need to consider that it's going to take me more time to input all of that into an AI tool to take into consideration like I have to think about engineering resources, I have to think about the state of the team, I have to think about like, what's going on in other product design teams like it's so much more efficient and easier for me to sort of take that and work that all out in my brain rather than going into ChatGPT and asking every single time, like so I don't know like this is the colleague, but he's he kind of is bad at I don't know like UI, but he's good at building the back end side of things and we kind of want to build this feature, but then cap cut is coming in with all these things like like you suggested feature in this case, like that's really not going to work. So I think for now AI is most best used when it's constrained to very specific small tasks. That you need a that, that can be constrained in a way that the AI can do it or I know what to input, but for now, like I am a designer, but I also am heavily involved in like the strategic side of things and also like business development and this kind of stuff as well and I think that those things are just a bit too complex right now or a bit too time consuming to use the help of AI to make more efficient.

Operational Efficiency, Job Satisfaction, Creativity and AI's Role in Innovation

9 Viki

So you're not threatened by basically the implementation of AI within the field that you're working in, because it's not really like feasible or AI is not as good to kind of like take over the jobs, right?

And I also build AI tools and I've seen first hand what it can do. It's not that great yet.

Operational Efficiency

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Viki  
And do you maybe think that if AI got a little bit more advanced, would it help you with your career growth for example?

I think I'm also maybe if you had asked me this question like five years ago, maybe I would have had a different answer.<sup>10</sup> But I'm not really trying to grow my career anymore.<sup>10</sup> I've basically like ticked off all the boxes of the things that I want to do in this field and at this point it's more just about like finding my own unique way forward and like contributing to the success of a new product in like an interesting way in a way that hasn't been solved before.<sup>10</sup> So it's a lot more about my imagination and creativity at this point, and it's less about following some sort of like path that somebody else can offer me help with. And I think AI has uh, it's a database for a lot of things that are already out there, and this isn't really what I'm looking to copy anymore because I've kind of hit that bridge where no existing resource is going to help me and it's just more about me finding my own thing moving forward, if that makes sense.

Creativity and AI's Role in Innovation

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Sally  
So my part basically revolves around ethics, and it's very much relevant in the creative field.<sup>11</sup> I know your side of the creative field is more on the technical side, so you generally don't have a lot of like issues with job security obviously.<sup>11</sup> But in your opinion, do you have any ethical concerns about AI in creative roles, considering that there has been a lot of controversial like statements in the past few years about like how companies use like for example, mid journey basically uses like stolen images to train their models.<sup>11</sup> You know, like, what is your opinion on that?

Definitely. I recently went to this alternative Digital Futures conference in Copenhagen called softer and they had a really extensive discussion about this.<sup>11</sup> But not in my day-to-day, but even within the tools that I'm building, I'm constantly questioning, Ok<sup>11</sup> how do we make this a bit more safe and a bit more you know, like fair for everybody that's using it. Like for example, I am helping building a feature that lets you clone a version of yourself and you can create a video out of that without recording yourself, and it's extremely hard for somebody to, like get you into a room and make you clone that. Unless you're like, kidnapped, and they're forcing you to read the very specific script that you need, but if there's a data or privacy leak, for example, and somebody gets access to the information that we already have in that case, that can be a problem, because people can start creating deep fakes of you and so I don't think that the tech industry puts enough thought into<sup>11</sup> all these different kinds of scenarios. They don't even know what to look out for.<sup>11</sup> I think ethics, when we think about ethics, we generally think about like race, gender,<sup>11</sup> I don't know privacy.<sup>11</sup> There's a couple of things, but there's so many other things that we need to take into account as well, right?<sup>11</sup> And I think we definitely need more education on that within the tech industry just so that we know what to be looking out for.<sup>11</sup> And also,<sup>11</sup> like the images that we train the data on, obviously like we're a tool that's global and when you say global, you're gonna optimize for English.<sup>11</sup> But that's not really the case for everybody that's using the product. When we create all these like voice cloned features or like text to speech like these kind of things and the users trying to write a script that maybe is a word in English but is a word that's very local to their culture. It's never gonna be optimized for this, and that's gonna break their experience or make them feel like they kind of have to optimize for a certain kind of language just because the data's trained on that. Also, last year when I went to the same conference, they were showing us how, they were trying to like generate multiple images of couples and depending on what sort of adjectives you use like, it would completely change the race or like the gender of the people like involved. And I think that these data is very much trained on people that already have access to the Internet and are creating data based off of that.<sup>11</sup> These things like imagery and the output that it creates I understand are very biased at the moment, so not necessarily concerned about my day-to-day in terms of ethics, but when I go into these roles and am responsible for creating these creative tools, it is definitely like something that I feel like I have to be more mindful of and need to have much more education on moving forward so.<sup>11</sup> Yeah, I do think that it is very relevant to me in that sense.

Ethics and Privacy in AI Use, Operational Efficiency

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Sally  
The next question, considering that you don't even use AI most of the time in your field. But in general, do you feel like the usage of AI in creative fields like undermines human creativity?

I know, a friend that owned a 3D motion design studio called Builders Club, and he recently sold it to another company because he got scared at the amount of, like the quality of output that these AI tools were creating.<sup>12</sup> And he decided that it's not going to be a sustainable use of business in the future, because these tools are getting so good at, at least when it comes down to client prompts or something that is has value like in the capitalistic world.<sup>12</sup> I do think that it is evolving at such an immense pace that a lot of people can lean on these tools to create like a quick logo for example, that doesn't have to be super like new or creative.<sup>12</sup> So in that sense, I do think that yes, it is undermining human creativity. But at the end of the day, if were the technology does exist, but it also comes down half to how we approach that technology and how we use it to advantage, right?<sup>12</sup> So I think if, as I don't know if this is like too hippie, but like as a race,<sup>12</sup> we can be more mindful of the way that we use these technologies and understand that it should be used as a tool and not the final destination. I think that<sup>12</sup> we can,<sup>12</sup> we are very capable of using it in a way where it drives us forward instead of replacing us completely.

Job Security and Stability, Creativity and AI's Role in Innovation