



## Sivi: Building specialized generative AI model for design with Google Cloud

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### GOOGLE CLOUD RESULTS

- ✓ More than 50% time reduction in design brief formation
- ✓ Engagement rates of up to 45% with the conversational model compared to traditional UI-based interactions
- ✓ Enables personalization with [Gemini](#)'s large context length for improved experience

Sivi uses Google Cloud to build a Large Design Model (LDM) and integrates Gemini, enabling users to converse and

generate multi-layered, tailored designs  
in over 70 languages.

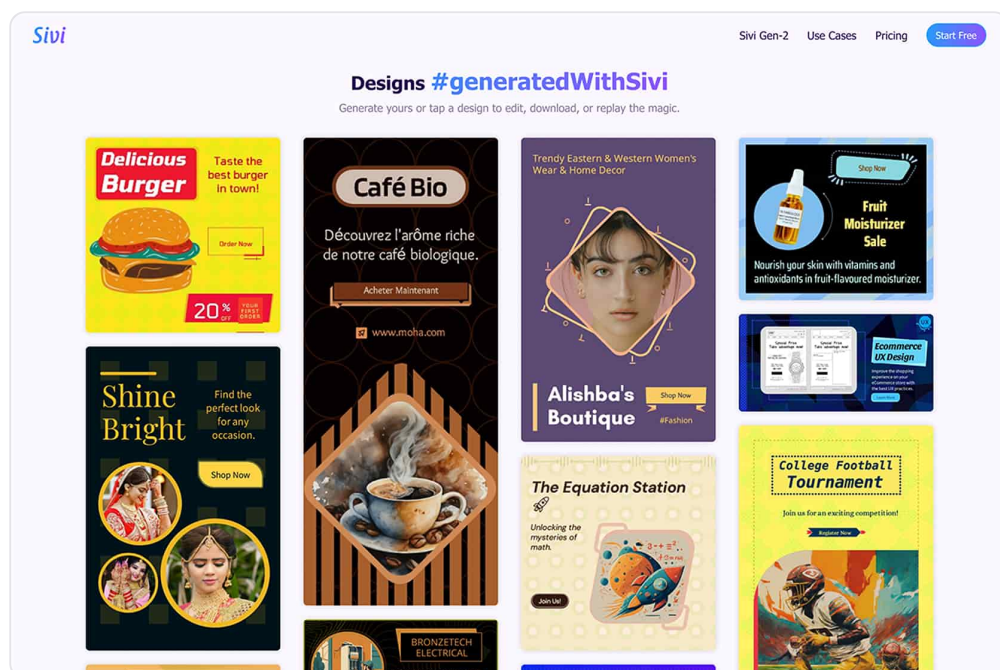
# The new way to enhance user experience

[Sivi](#), an AI design company, leverages Google Cloud to train its Large Design Models (LDMs) and integrates Gemini to offer a conversational experience and translation. [Vertex AI](#) allows developers to try new ideas and ideate quickly without additional resources and time. Meanwhile, the autoscaling capability of [Google Kubernetes Engine](#) (GKE) helps reduce GPU costs and ensure high availability at all times.

“Gemini for Google Cloud enhances user experience and makes it easier to serve our target audience – SMBs. Conversations are simpler than learning new tools, allowing for outcomes that they want.”

Sona J

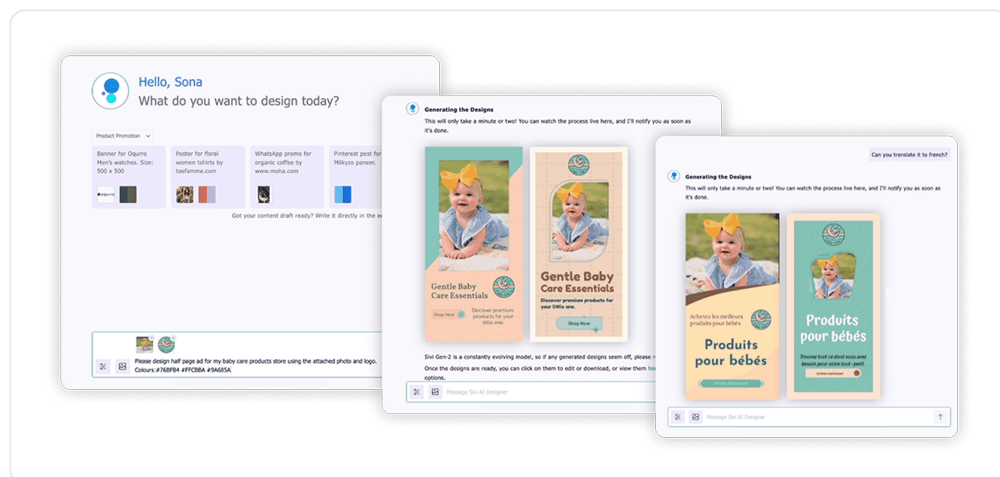
Co-Founder, Sivi



# Why Google Cloud?

As an AI design generator that utilizes specialized generative AI models for graphic design, Sivi replaces the traditional user interface with a conversational interface that can efficiently understand the context of a request in multiple languages. Gemini for Google Cloud allows for much longer context when submitting requests. Users can generate designs in a process akin to ideating with a human designer, with Sivi invoking the appropriate function call for the underlying Sivi APIs to generate the best results. Subsequent tweaking and revisions can also be made easily to ensure that the template-free designs are specific to the user and the various use cases.

The growing use of generative AI has already familiarized users with an experience that still presents issues with seamlessness and usability. Sivi reduces the barrier to entry for design tools and improves the user experience by providing the option to converse with the platform in natural language. The implementation of a conversational model on its platform through Gemini helps users form the input for designer generation and language translation up to 50% faster.



**Sivi** is an AI design generator that uses specialized generative AI models for graphic design.

**Industry:** Media & Entertainment

**Location:** India

**Products:** [Vertex AI](#), [Google Kubernetes Engine](#)

Why Google

Choosing Google Cloud

Trust and security

Products and

pricing

Google Cloud pricing

Solutions

Infrastructure modernization

Databases

Resources

Google Cloud Affiliate Program

Engage

Contact sales

Find a Partner

Modern Infrastructure Cloud	Google Workspace pricing	Application modernization	Google Cloud documentation	Become a Partner
Multicloud	See all products	Smart analytics	Google Cloud quickstarts	Events
Global infrastructure		Artificial Intelligence	Google Cloud Marketplace	Podcasts
Customers and case studies		Security	Learn about cloud computing	Developer Center
Analyst reports		Productivity & work transformation	Support	Press Corner
Whitepapers		Industry solutions	Code samples	Google Cloud on YouTube
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