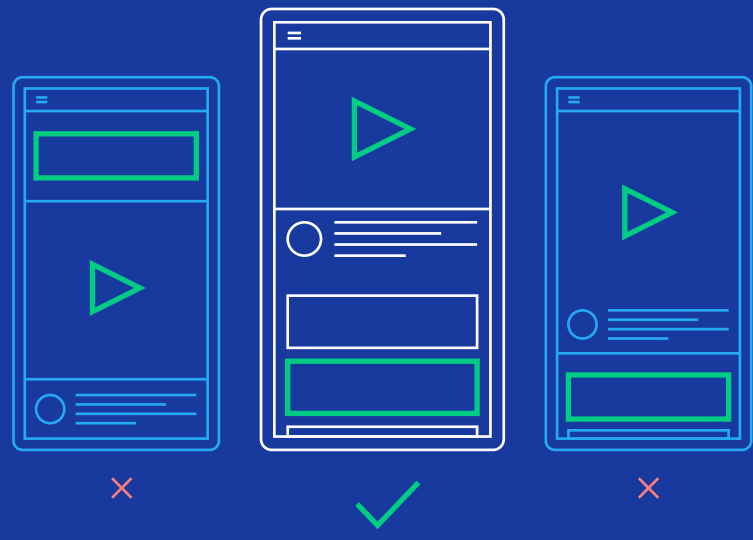# The Present and Future of AI in Design

AI design tools help designers create winning designs more quickly by automatically refining a product's design based on millions of other successful ones. It can also suggest entirely new design alternatives and report how and why these would improve user engagement.

AI helps designers personalize ecommerce sites as well as design more effectively overall. A branded baseline design is created by a designer, and AI personalizes the experience for shoppers on the fly based on their profile and billions of data points.

Through facial recognition and computer vision AI is able to determine gender, age, location context, and the current mood of the user. UX Designers can deliver more personalized experiences based on this information.
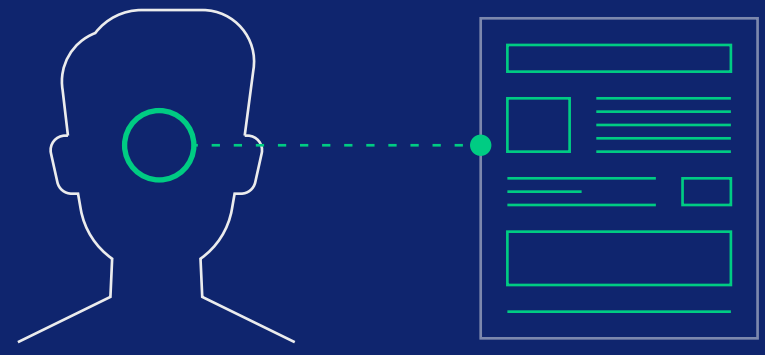
1.8B by 2021

Coupling AI with voice recognition and chatbots enables UX designers to create speedier, more convenient and personalized experiences. It is projected that the number of people using digital assistants will rise from 700M to over 1.8B by 2021.

Analyzing vast amount of data, AI helps designers design higher-performing products based on the best-converting designs, UX best practices, conventions and standards, and known usability metrics.

GO!

Based on thousands of previous studies, AI co-creating with designers predicts how users look at/ read content on a screen, so designers can direct attention toward important areas.

AI generates millions of unique versions of homepages and landing pages for news sites and media brands based on user profiles, preferences and tracking data.

AI generative design: designers co-creating with AI are able to produce multiple design solutions by simply putting in a goal or defined problem.

AI is able to assist designers in creating millions of unique products and unique versions of packaging while maintaining the brand style and design integrity.