

# WOMEN

## in AI + Design

*Playbook by Venngage*



**10 stories from women leading  
with vision, creativity, and grit.**



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# Women in AI + Design Series

Featuring:

**Maëlle Bertrand,**  
*Co-founder of Big Bang AI*



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# Misconception:

## “Using AI is cheating.”

Too many people think creativity with AI means pressing a button and letting the machine do it all.

### What I think about it...



You can use AI to enhance your creativity.



Your ideas, vision, and taste are still at the center.



Human emotion gives AI-assisted work its meaning.

**“The magic isn’t in the tool, it’s in the person using it.”**



# Yes, AI can reflect your personal style.

The key is to start with the tool  
and approach it with intention.

1

What am I trying  
to say and what  
tone feels right?

2

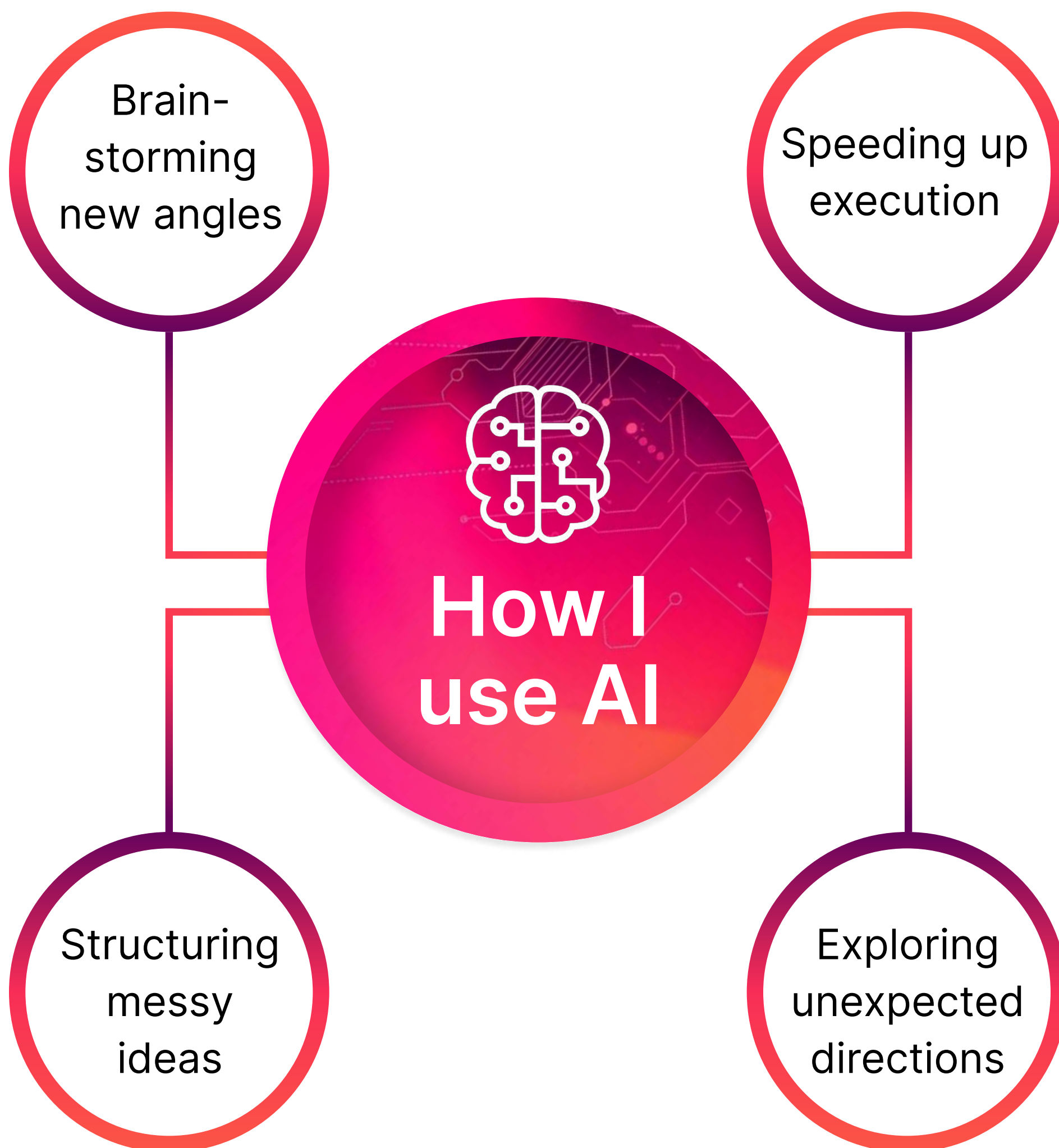
What emotion  
do I want  
to evoke?

3

Once that's clear,  
AI becomes a  
creative teammate,  
not a replacement.

**“The more intentional  
you are, the more your  
personality shows up  
in the results.”**

**“AI can support the work, but it doesn’t make the decisions.”**







# Quick Takeaways for Creators



**Lead with clarity. Don't expect AI to guess what matters.**




**Treat it like a partner, not a solution.**



**Stay in control of your message, tone, and choices.**



**Always cultivate this desire to learn and act on it. You need to stay open-minded and flexible in this fast-evolving industry.**



# When AI Surprises You:

**“I created an entire visual identity with ChatGPT, logo, packaging, mockups, the works. I was impressed!”**

I expected clunky results. **Instead, I got:**



A polished, cohesive visual set



Fast, intuitive results



Zero over-explaining needed

**It didn't feel like a tool.  
It felt like a creative partner.**



Like many creatives, I started out wary. Would AI flatten my style?  
Make things feel... less me?



Midjourney



ChatGPT

But once I tried tools like **Midjourney** and **ChatGPT**, something clicked:



AI didn't replace my voice,  
it expanded it.



I was able to explore ideas  
I might never have reached alone.



It complemented my imagination,  
not competed with it.

**“AI didn't dull my work,  
it deepened it.”**

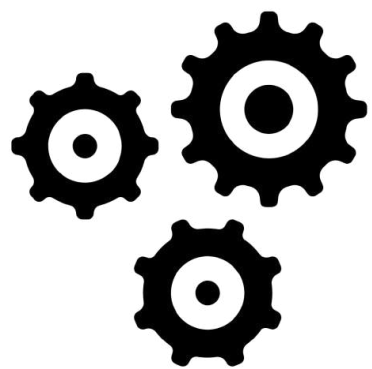
# What's next? A more seamless creative process.

## Soon, AI will handle the repetitive stuff:

- Reformatting
- Generating variations
- Making minor adjustments

## What will we have more space for?

- Conceptual thinking
- Emotional storytelling
- Human-led innovation

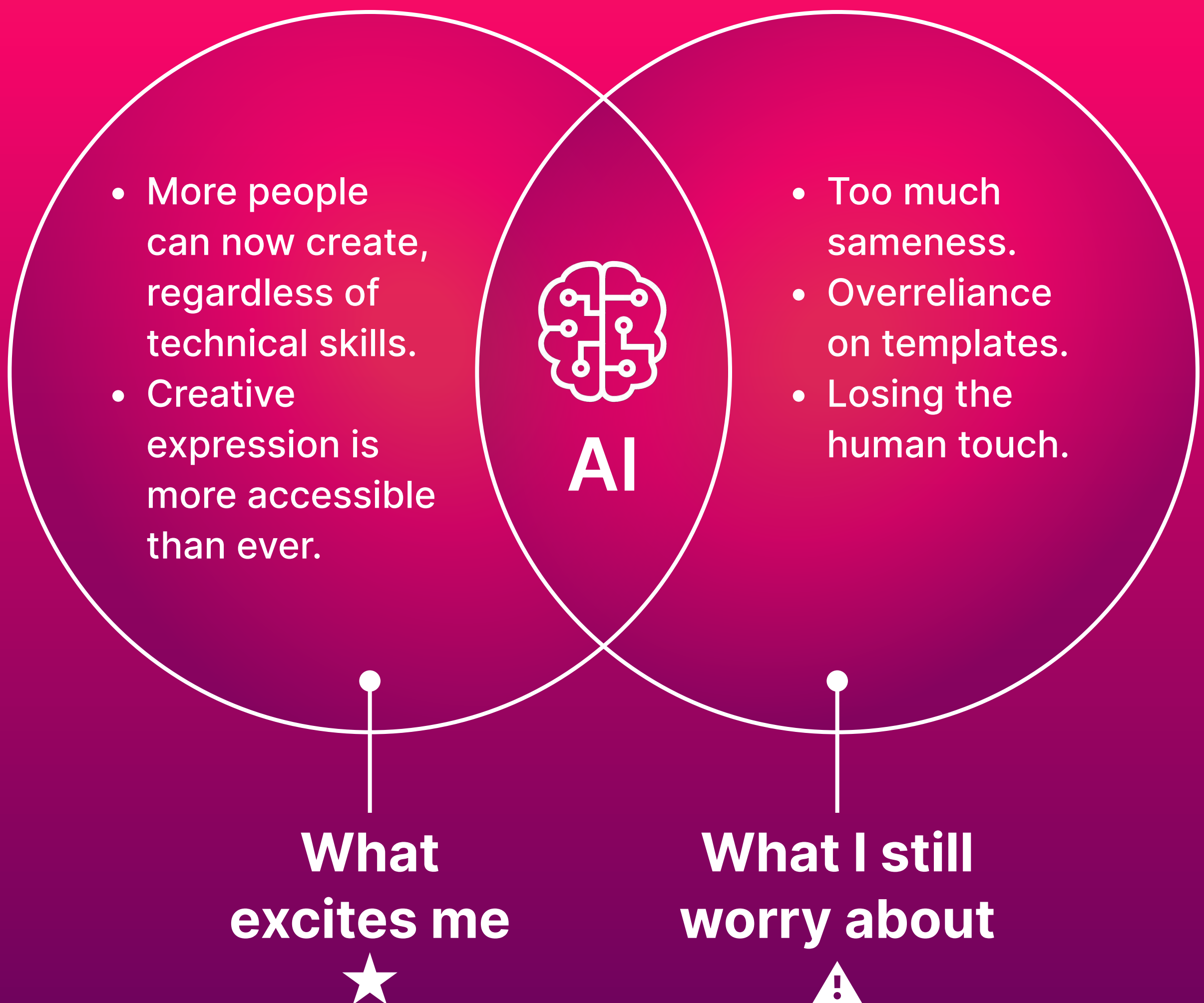


**“AI will do the technical.  
We'll bring the soul.”**

**The goal isn't to automate creativity.  
It's to give creators more freedom to  
focus on what matters.**



**“AI is very powerful,  
but your voice is still  
the differentiator.”**



# What I've learned and what I want every woman stepping into AI & design to know:



You don't need to fully understand AI to begin. You just need to start.

The tools are far more accessible than they seem.

- ✓ Try new prompts
- ✓ Test new tools
- ✓ Let ideas wander

Every small experiment builds your confidence.



Start before you're ready. Stay curious once you do.



# Final Sparks of Wisdom

**One word to describe AI + creativity:**

**Liberating**

It helped me create faster and bring long-held ideas to life.

**Woman in tech I admire:**

**Melanie Perkins**

She made powerful design simple and accessible—without losing depth.

**Myth I wish would disappear:**

**“AI kills creativity.”**

It doesn't. People do—when they stop showing up with their own voice.

# Women in AI + Design Series

Featuring:  
**Riya Razdan,**  
*Product Designer*





## Misconception:

**“AI creativity isn't technical or interdisciplinary.”**

At a recent *Figma* event, a speaker shared this mindset:




Nature inspires design, and how the pursuit of art has led to scientific breakthroughs.



In abstract, there's a meaningful overlap between creative and scientific thinking.

**“People underestimate the technicality involved in creative work and how integrated AI is across other mediums.”**





# AI can reflect personal voice.



**“Iterating with AI is not the same as designing or writing something by yourself, but it can help characterize your style.”**

Anything that you create  
reflects you in some way.

**“With AI, we may sense its impact, but what becomes ‘normal’ will likely look different.”**

**AI-driven augmentation is unfolding in ways that are hard to perceive right now.**



Like post-industrial revolution visions, we imagine the future using today’s familiar tools.



For example, automatic cleaning tools were illustrated with broom-like motifs—shaped by association and familiarity.

One day, I observed a conversational exchange between my grandparents:

“Inventing the microwave didn’t kill fine dining.”

“But we’re eating more leftovers now.”

**“We often miss the bigger picture and the subtleties. Some will underestimate human resilience; and others will overestimate AI's benefits.”**

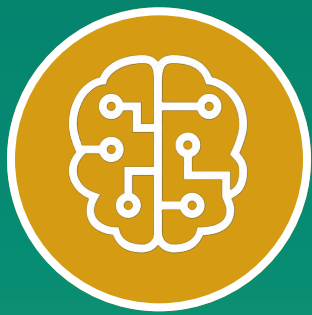


# When AI Surprises You

Even when I give seemingly specific prompts, I'm surprised by:



How unique AI's interpretations of prompts can be.



How quickly the AI models are learning.

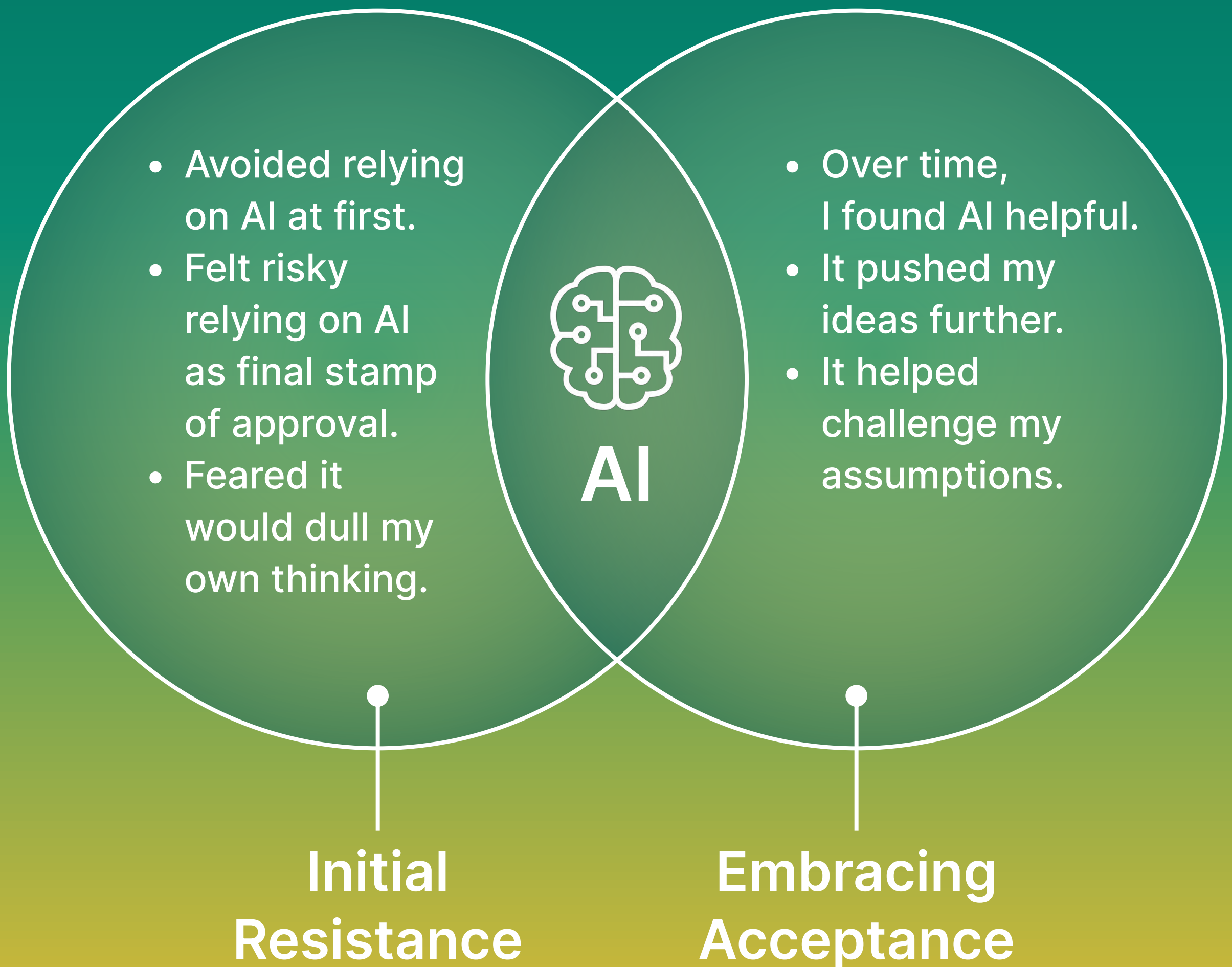


How even with daily use of AI tools, I still find something new.

**“AI surprises me  
almost every day.”**

**“The best creative  
journeys start and end  
with human discussion.”**

## From Resistance to Acceptance



# Looking Ahead: What the Future Needs



More accessible design means fewer hurdles to turning ideas into reality.



Focus more on not falling behind, rather than on how fast AI is advancing.



We take so much for granted, remember that fundamentals will always matter.

**“With the rapid advances in technology, I am more concerned about people falling behind rather than AI darting ahead.”**



What I've learned and what I want every woman stepping into AI & design to know:



You already  
have what  
it takes.

**My go-to  
creative  
tools:**

 Claude

 NotebookLM

**“AI is shaped by values,  
vision, and lived experience.  
Yours matters.”**

# Final Sparks of Wisdom

One word to describe AI + creativity:

**Curious**

Woman in tech I admire:

**Federica Fragapane**  
*Information Designer*

There are so many but, right now, I admire how Federica Fragapane integrates data and art.

Myth I wish would disappear:

**“Not everyone who uses an em dash copy-pasted it from ChatGPT—some of us just like dramatic pauses!”**



# Women in AI + Design Series

Featuring:

**Tahnee Perry,**  
*Founder of A25 + AI Expert*



**A25**



VENNGAGE



## Misconception:

# “That AI is a one-and-done magic trick.”

People think if you nail the prompt, brilliance will just appear. But the real magic happens through iteration, not automation.

### The best creators using AI are:



Experimenting daily



Learning as they go

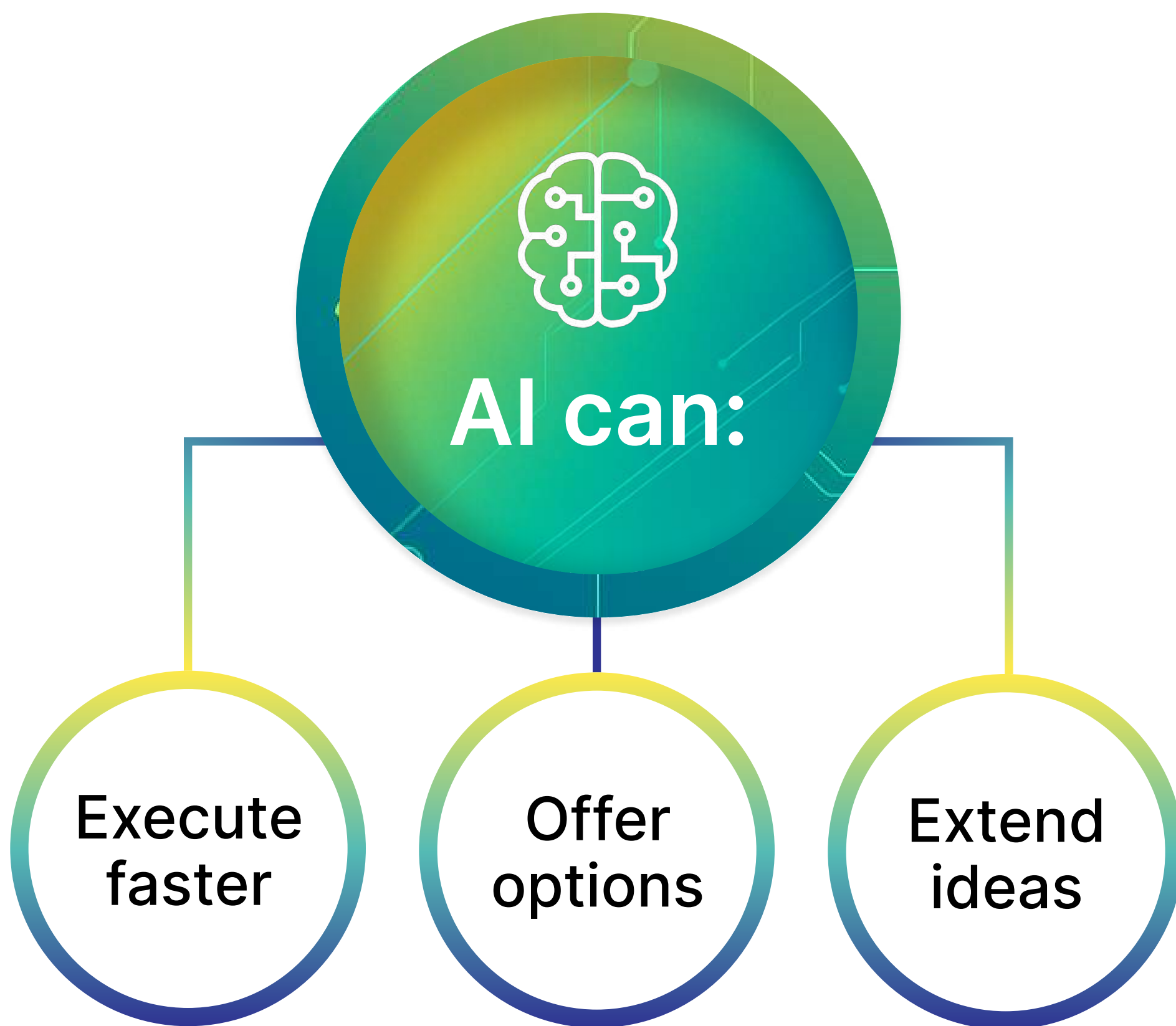


Using it as a creative partner,  
not a final answer

## “It’s a creative process, not a vending machine.”

# Yes, AI work still reflects your style.

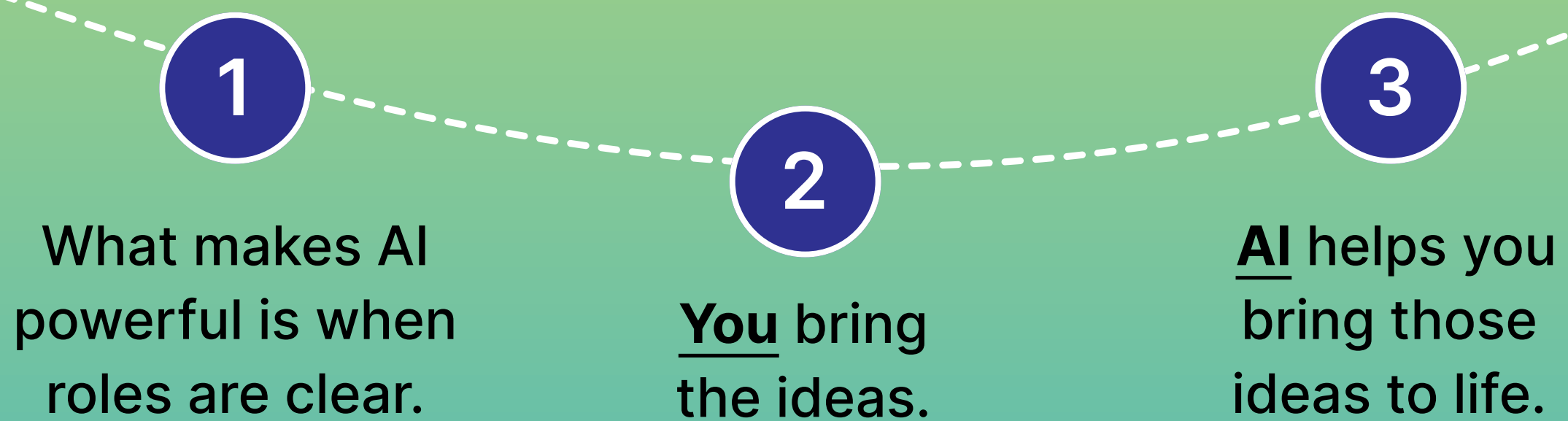
As long as you're the one making the  
decisions, AI reflects your voice.



**“But it doesn’t replace your  
taste, instincts, or intent.”**

# It's a collaboration, not a takeover.

AI is like a very literal, very fast assistant. It thrives with structure, direction, and purpose.



**“When both roles are clear, it’s a true creative partnership.”**

**“Just because a tool helped doesn’t mean it made the work.”**

## **The Gaps in the Conversation**

**A few questions we need to ask more often:**



**Is this tool aiding my creativity or taking credit for it?**




**If we all use the same tools, will our work start to look the same?**



**Are we designing with emotional and cultural nuance or just tech hype?**





**We can't ignore bias, ethics, and IP.  
AI doesn't just scale creativity, it scales  
whatever values we embed into it.**

**“I’ve tested tools that  
default to white male doctors  
and women of color as  
housekeepers. That should  
stop you in your tracks.”**



**We need more transparency about  
how AI-generated content is made.**



**We need stricter consideration  
around copyright and visual mimicry.**



**We need more creators pushing back  
against biased defaults in datasets.**

# When AI Surprises You

Some days it misses. Some days,  
it nails it. AI helps with:



Laying out  
diagrams



Choosing  
color  
palettes



Testing  
campaign  
ideas

What keeps me grounded?  
The ridiculous moments.

Every time a new ChatGPT model drops, there's  
a flicker of “*am I still needed?*” But then it does  
something weird, and you’re reminded:

“Tools don’t replace  
people. They just  
change how we work.”

# Shaping What Comes Next

The best future? Human-led, AI-powered.

**“AI opens new doors.  
But we’re the ones  
walking through them.”**

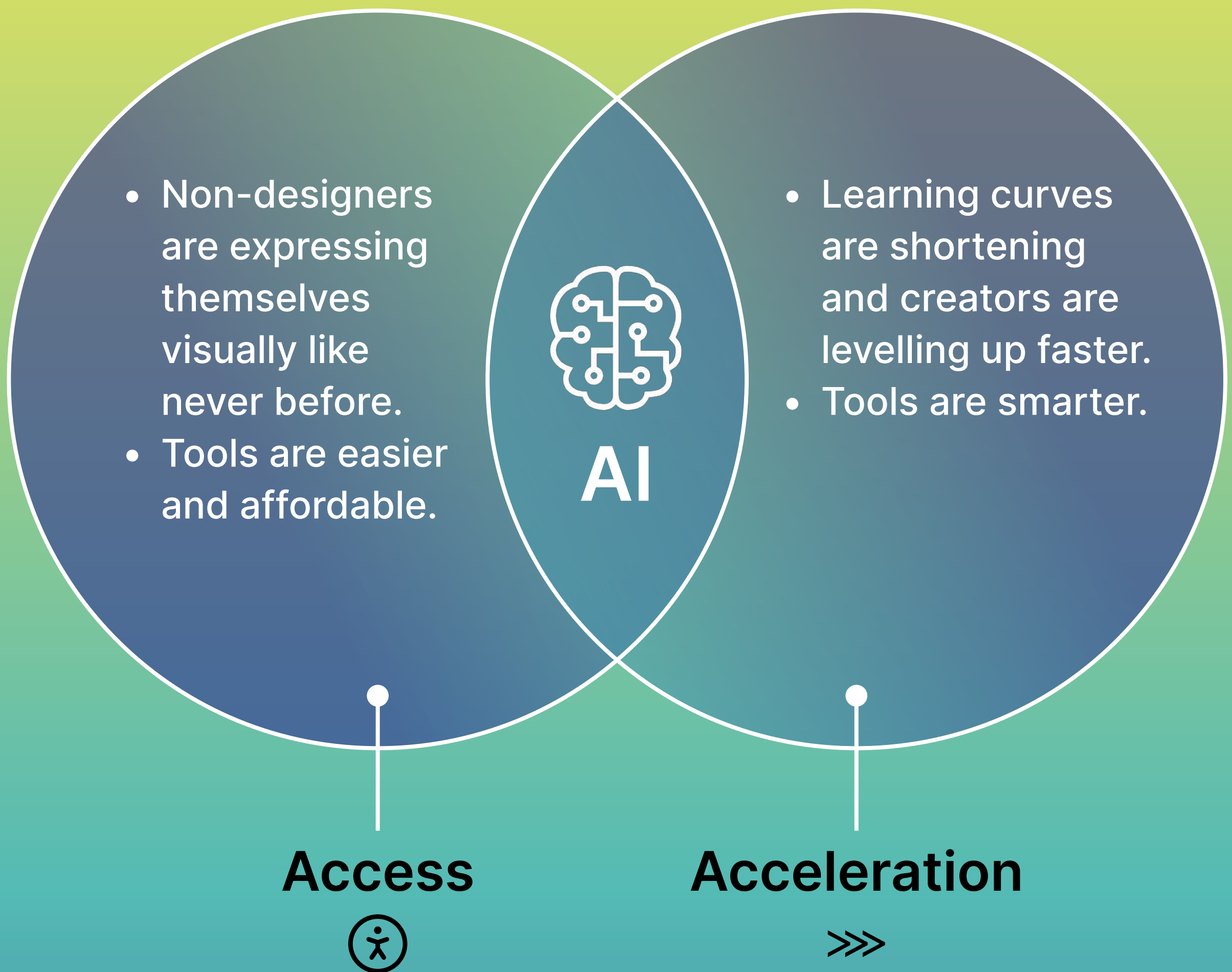


AI should speed up execution,  
not override creativity.



Humans direct the vision, and  
AI becomes the engine behind  
it, testing, generating, and  
building faster.

# What Excites Me Most



**“One designer told me they learned more in six months with AI than in two years without it.”**



# What I've learned and what I want every woman stepping into AI & design to know:



**Pick a focus.  
Depth beats  
breadth. Focus  
makes you  
memorable.**

**Trying to learn everything will burn you out. Instead:**

- ✓ Choose one area to master.
- ✓ Clarify use cases and build smart prompts.
- ✓ Learn the tools inside and out.
- ✓ Be the go-to in your niche.



**"I ask it to critique my ideas. Poke holes in my assumptions. It helps me think faster, clearer, and from more angles."**



# Final Sparks of Wisdom

One word to describe AI + creativity:

Energized

Woman in tech I admire:

My sister, Toyah Perry  
*(Founder of Forma Creative)*

She's constantly experimenting with AI, testing new use cases, and pushing the boundaries of what design can be.

Myth I wish would disappear:

“AI will replace designers.”

It won't. It'll change the work but it won't change who drives it. We're still the ones steering the ship.

# Women in AI + Design Series

Featuring:  
**Michelle Chin,**  
*Senior Graphic Designer*



# **Misconception:** **“AI eliminates the need for human involvement.”**

**But the truth is:**



AI is only a tool to enhance, not replace, the human creative process.



AI can take over routine tasks, allowing creatives to focus on their workflow and imaginative process.

**"AI can help automate  
routine tasks but still depends  
on human insight to drive  
creative vision and execution."**



# AI follows your creative lead to bring your personal voice and ideas to life.

1

You set the  
key decisions  
and define the  
visual tone.

2

Personalize  
the creative  
with your own  
unique ideas.

3

Fine-tune with  
each iteration to  
align with your  
creative vision.

**“Think of AI as a designer  
you’re directing, and you’re  
the creative director  
guiding the vision.”**

**“The demand for both creative efficiency and scale has never been greater, and AI helps to bridge that gap.”**

## **It's a Creative Partnership**

**AI might feel intimidating at first but once the roles are clear, it becomes a collaborator.**



**You bring the creative intent, storytelling, and strategy.**



**AI brings the scale, efficiency and the platform for exploration.**



**In a fast-paced content landscape, AI helps creatives deliver more, faster.**

# The Gaps in the Conversation

What's missing is how AI tools are built and who they impact in the creative industry.



Who owns the creative when AI mimics without consent?



Where is the transparency in AI training?



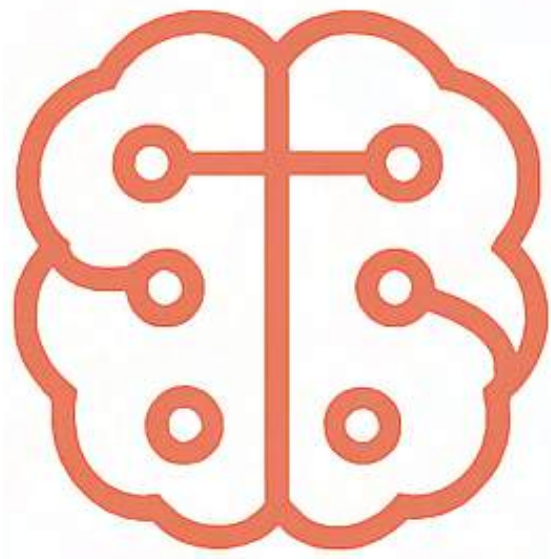
Are we overlooking real protections for artists?

**“When used morally,  
AI should elevate, not  
overshadow, human  
creativity.”**



# Ethics, Inclusion & Empathy

As we embrace AI in creative workflows, we often turn a blind eye to the controversy of intellectual rights and bias.



**“The elephant in the room is the ethical tension of how AI is programmed and being trained.”**

**Without accountability in AI training and ethical oversight, we risk creating tools that exploit original sources and reinforce harmful, systemic biases.**

# When AI Surprises You

I didn't expect it to enhance the process so much from start to finish.



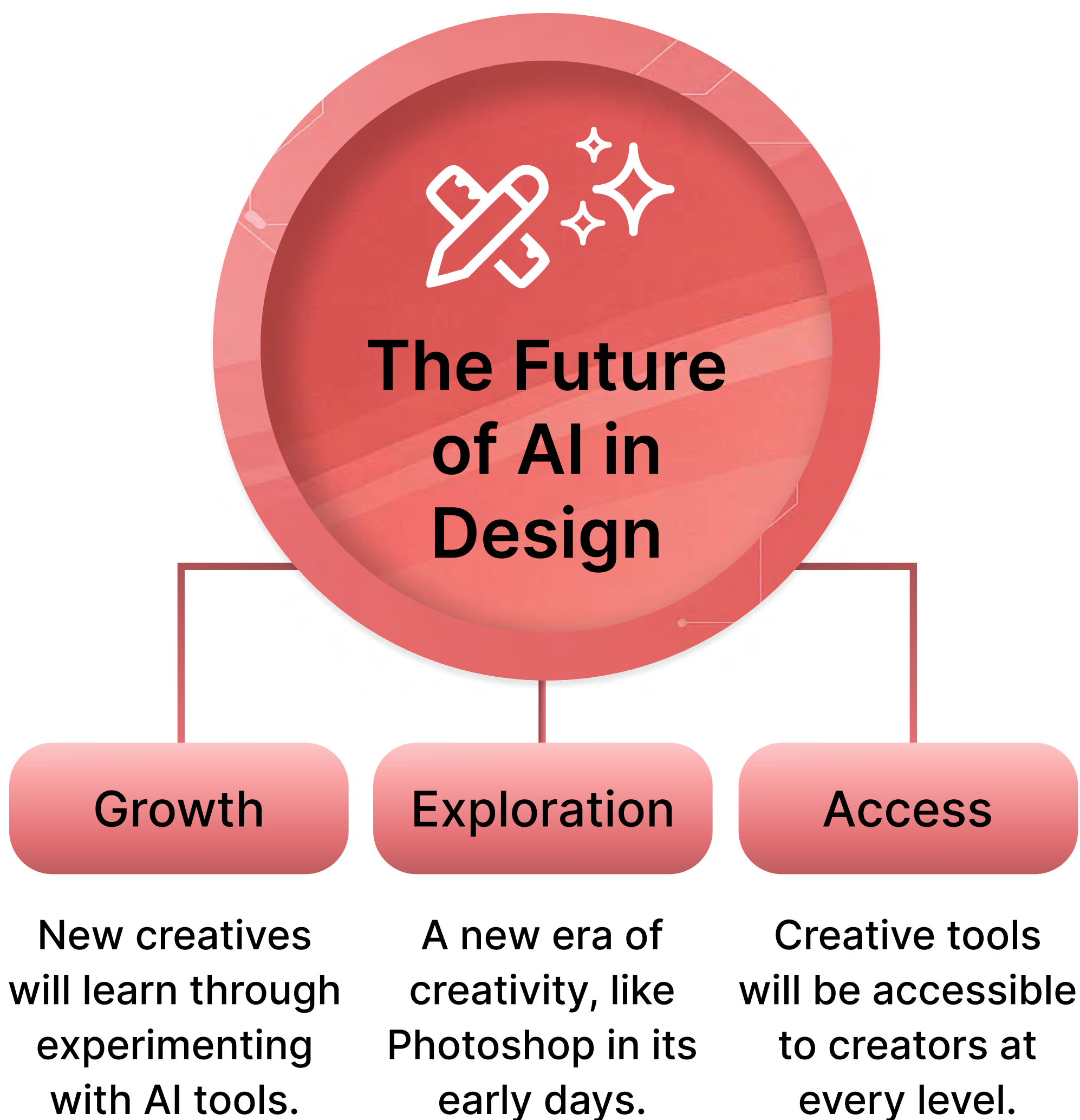
A game-changer in brainstorming to create custom visuals for mock-ups and mood boards.



I never imagined the possibilities of in-editor AI tools and how they could help refine my designs.

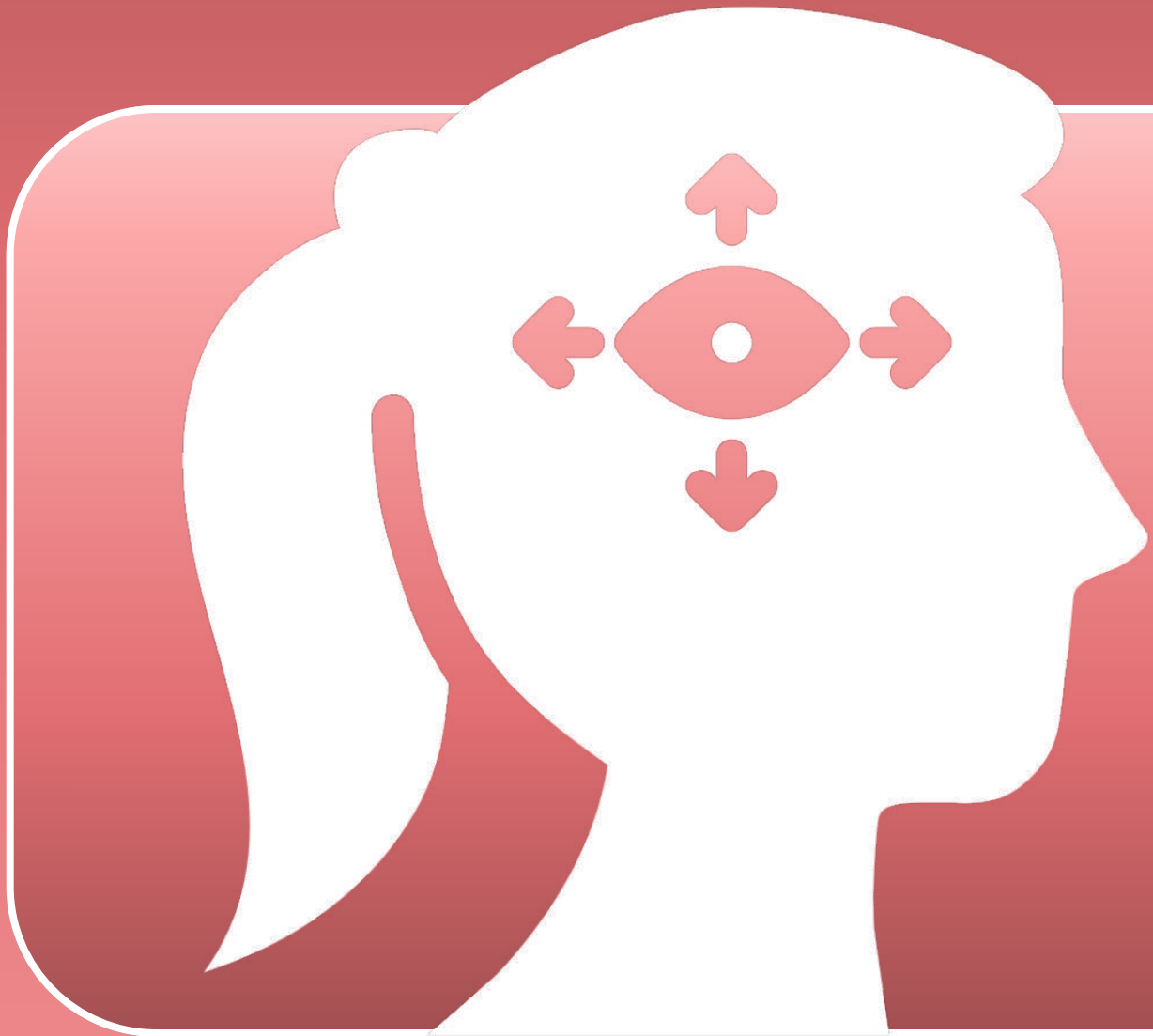
**“I was surprised by how seamlessly AI can integrate across the entire design process.”**

**“AI feels like when Adobe Photoshop first hit the scene, giving creatives the space to play and experiment.”**





# What I've learned and what I want every woman stepping into AI & design to know:



**Don't let imposter syndrome hold you back, your perspective and voice matters.**

- ✓ Diverse insights are crucial in shaping the standards for AI.
- ✓ Speak up and influence the future of AI tools.
- ✓ You have a seat at the table, your voice belongs here.

## My go-to creative tools:



**ChatGPT**



**Figma**

**Gemini**

# Final Sparks of Wisdom

One word to describe AI + creativity:

**Efficiency**

Woman in tech I admire:

**Julie Wieland**

***Art Director + Visual Artist***

She shares her AI-driven creative process in YouTube tutorials and design challenges to inspire fellow industry creatives.

Myth I wish would disappear:

**“The notion that the design industry is now dead.”**

Technology has always made the industry more dynamic. AI is another tech tool to enhance the process, not replace designers.

# Women in AI + Design Series

Featuring:

**Claire Williams,**  
*Content Repurposing Specialist*



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## Misconception:

# “AI will completely replace human creativity.”

However, the simple truth is:



AI can take on generic content, but human creativity still matters.




We're at a crossroads where AI has democratized creativity.



Anyone can create, the key is how you use the tools.

“Those little imperfections that make us human... the unstructured rants, the life experiences, these are the things that truly connect with people.”





# Yes, AI can reflect personal voice.

But even with perfect setups, AI still needs human tweaks, especially for unconventional or quirky voices.

1

Create reusable templates, a bit of effort now saves time later.

2

Use brand kits in Venngage, Canva, or Jasper's voice settings.

3

In ChatGPT, create a CustomGPT that matches your tone and style.

**“AI can still produce unexpected results, even when you’ve optimized your prompts like nobody’s business.”**

**“Less time on repetitive tasks means more space to let our imaginations run and focus on strategic goals.”**

## **Human + AI: The Right Dynamic**

**Autonomous AI will streamline creative workflows, but human oversight will remain essential.**



AI moves fast and can be disruptive, but relying on it alone is risky. Human oversight keeps results grounded and reliable.

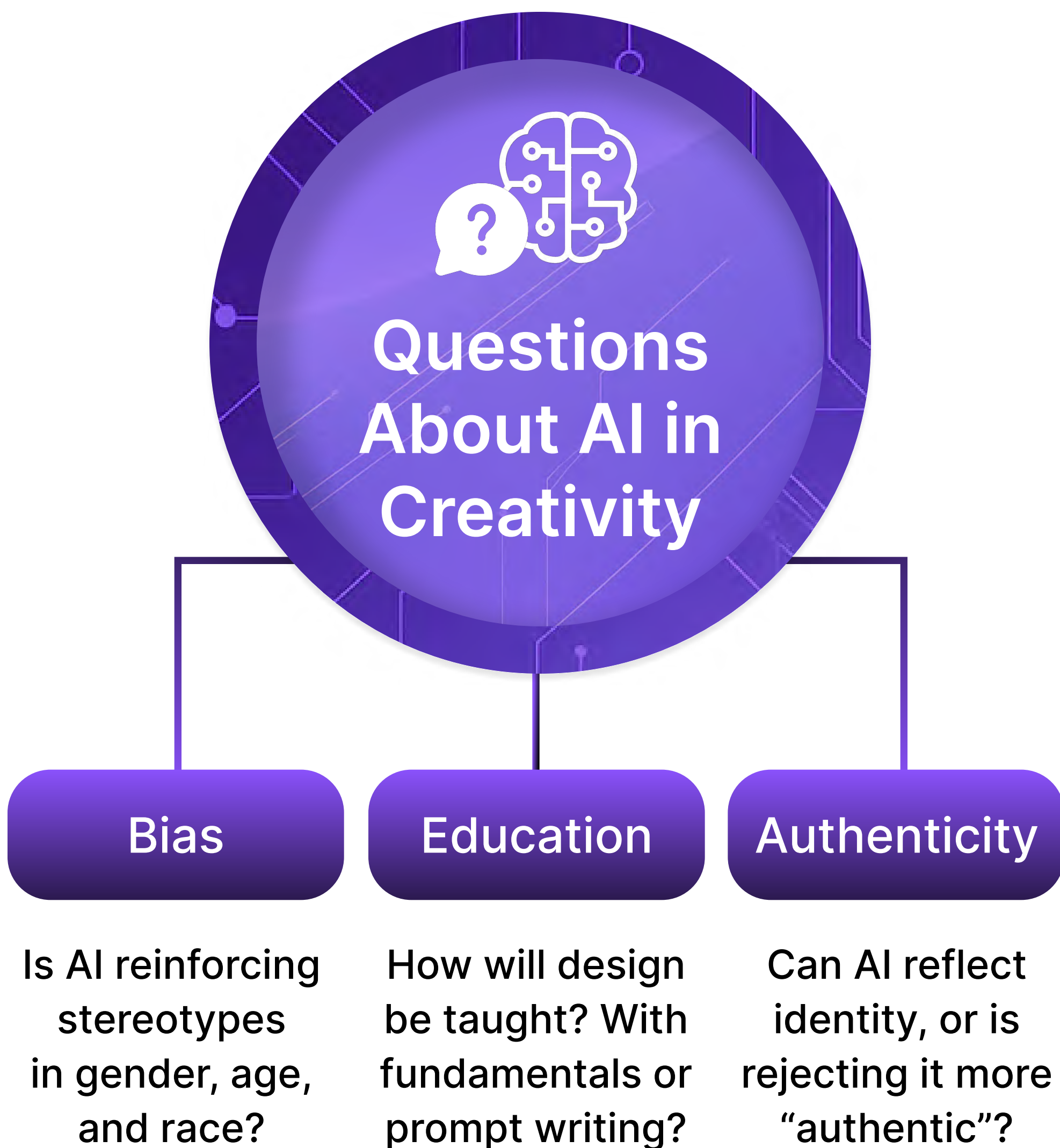


Audiences and platforms are catching on to fully AI-generated content, making human input essential for authenticity and brand trust.



The future is collaboration, where AI does the heavy lifting and humans lead the vision.

**“If we ignore the bigger picture,  
we risk losing both insight  
and what makes us human.”**





# Ethics, Inclusion & Data Privacy

We're in a copyright grey area  
and laws are still catching up.



**“Is your personal or  
company data being added  
to the pool of training  
data for the models?”**

**Be cautious. Think before sharing personal  
or copyrighted work with AI tools.**

# When AI Surprises You



AI has sparked some great ideas, especially during quick iterations.



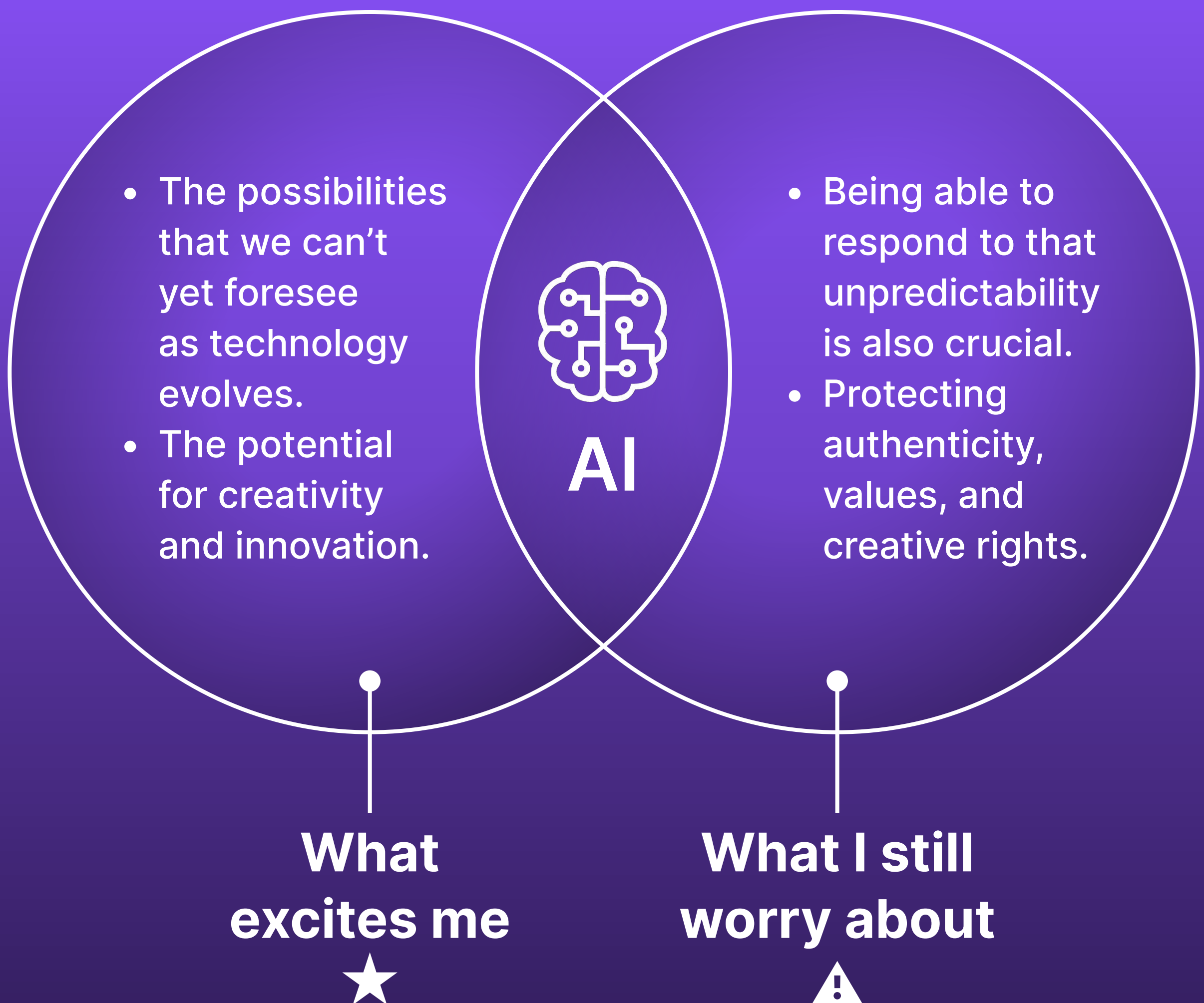
I was once stuck on an infographic layout and fed AI my content and brief, and the result was spot on!



Some outputs aren't perfect, but only need minor tweaks.

**“It saved me time and got me get past the creative block much quicker.”**

**“The crux will lie in how  
we react to these  
developments.”**



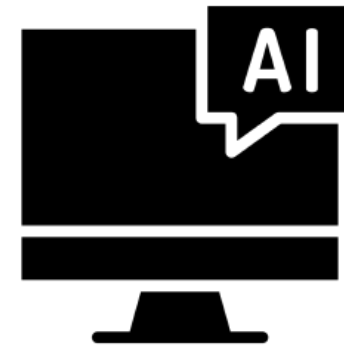


# What I've learned and what I want every woman stepping into AI & design to know:



## **Flex your creative muscles.**

Stay grounded in your creativity while using new tools to remain fresh and authentic.



## **Growth > fear. Curiosity > control.**

Approach new technologies with curiosity, even when it feels overwhelming.



**Experiment, learn,  
and try new things,  
but never forget  
the basics.**

# Final Sparks of Wisdom

One word to describe AI + creativity:

**Empowered**

Myth I wish would disappear:

**“AI will replace creative jobs.”**

This oversimplifies the relationship between humans and tech. AI can assist but it can't replace what makes our ideas real, flawed, and deeply human.

My go-to creative tools:

*Canva*

# Women in AI + Design Series

Featuring:

**Audrey Chia,**  
*Founder of Close with Copy*





# Misconception: “AI Will Replace Creatives.”

In truth, AI can generate content, but it can't originate ideas rooted in:



Human experience



Nuances of human behavior



Human emotion

Teams who thrive will be the ones that learn to combine **human intuition** with **AI precision**.

**“AI amplifies creativity;  
it doesn't originate it.”**

# Your personal voice can absolutely shine through.

Not all AI outputs are robotic and generic.  
It's about how you use them.

1

Know how to prompt well and avoid vague prompting.

2

Understand your creative workflows and eliminate poor processes.

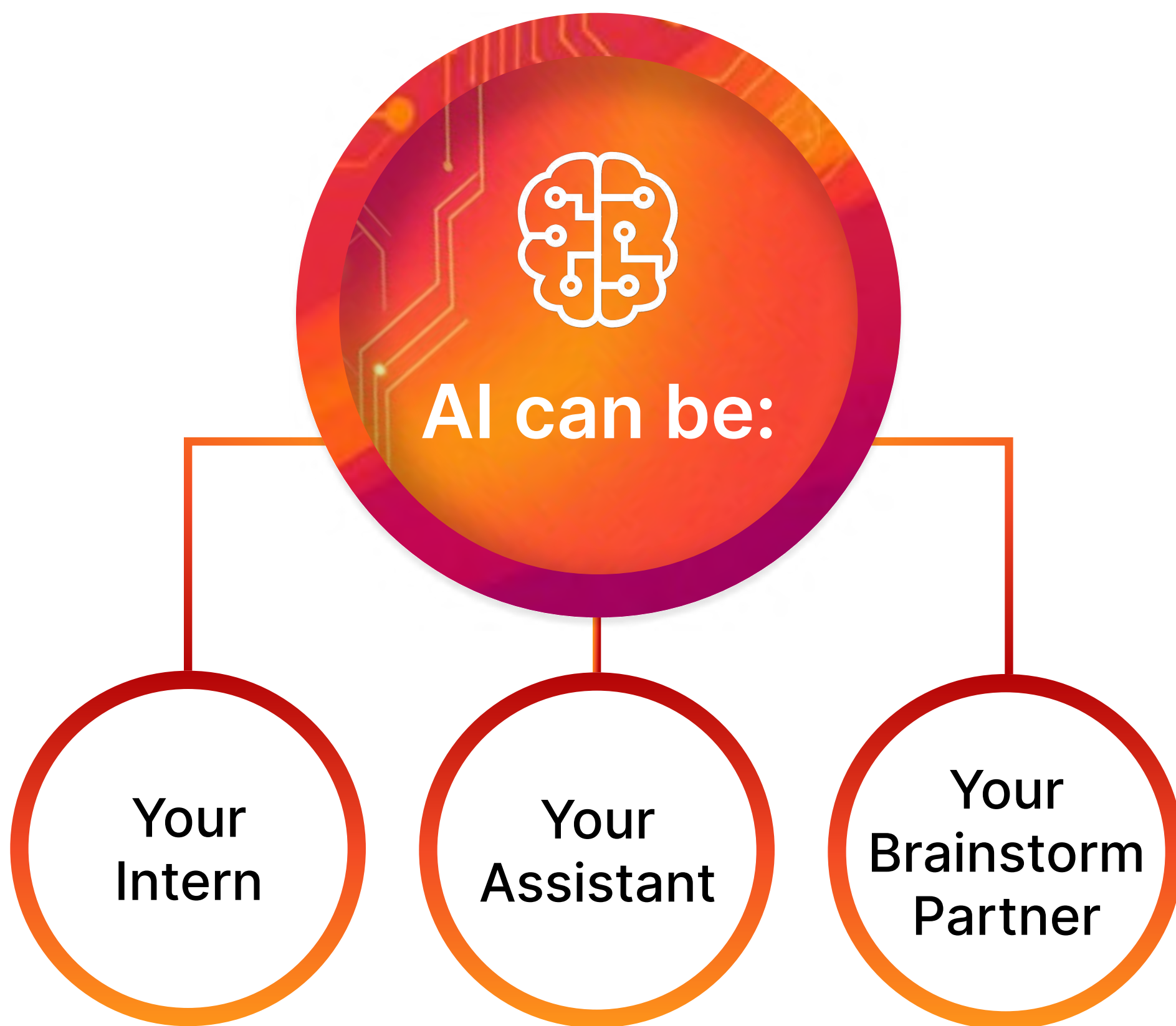
3

AI is a skill that you can learn and a system you can build.

**“90% of my LinkedIn content is AI-assisted and it still sounds unmistakably like me.”**

# **It's a collaboration, not a replacement.**

**So what is the human–AI dynamic?  
Think: creative Swiss army knife.**



**“Treat AI as a collaborator,  
not just a content machine.”**

**“Without structure,  
companies miss out  
on the full potential  
AI offers.”**

**What’s missing in the  
AI design conversation?**



**Nuance**



**Integration**



**Systems**

**Too many teams are using AI like a toy.  
Real progress comes from treating AI  
as part of a structured workflow.**



**AI is not neutral.  
It reflects our input, our  
intent, and our blind spots.**



**“Ethics, empathy, and  
inclusivity should be  
part of the process,  
with or without AI.”**

**The faster you scale, the more  
intentional you must become.**

# When AI Surprises You



AI became a creative partner.



AI didn't just save time, it expanded thinking.



Using AI for creative acceleration, not just execution.

**“It helped me  
brainstorm ideas that  
would have taken  
weeks manually.”**

# Future of Creative Work

What's coming? AI will handle:



First drafts



Storyboarding

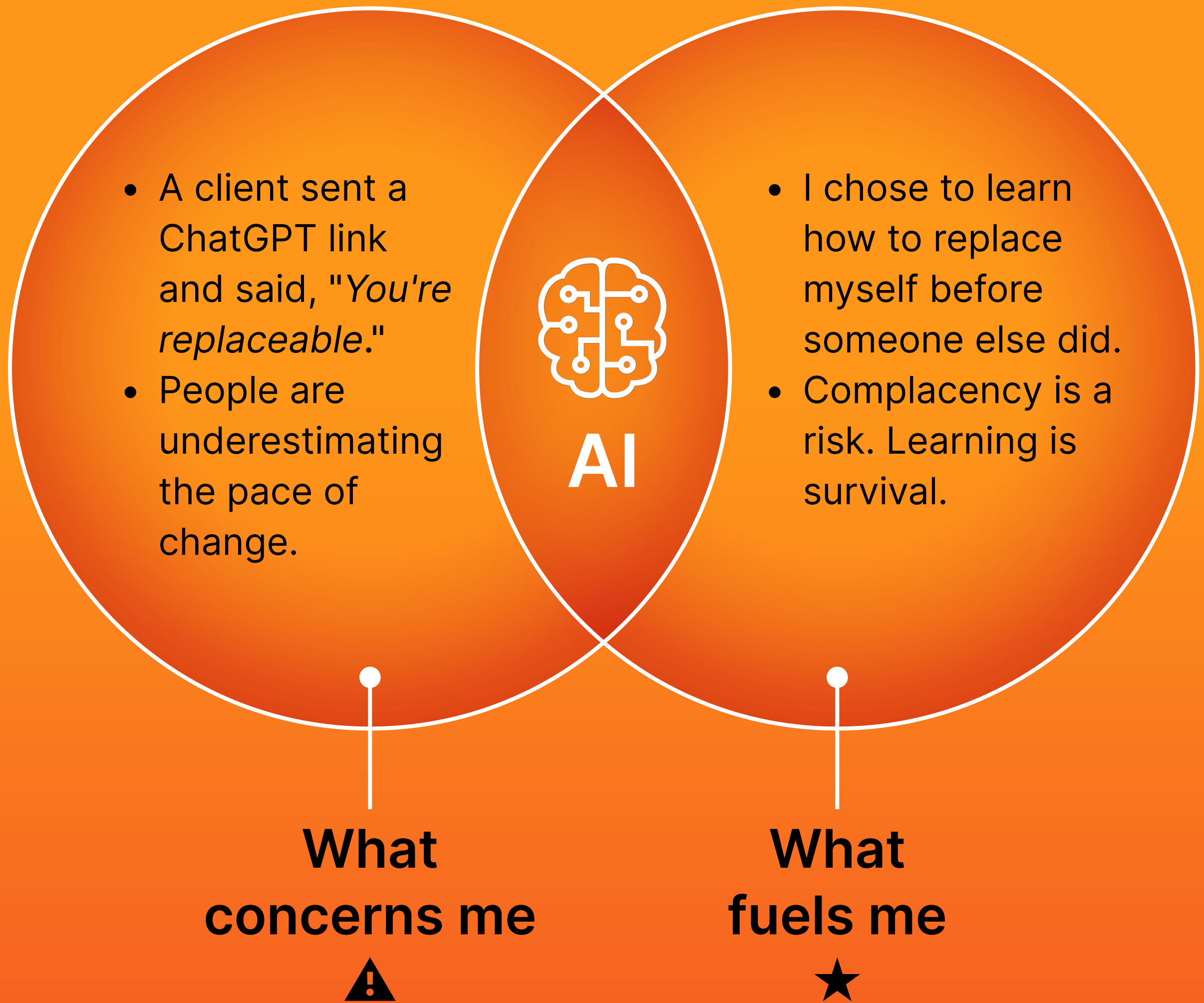


Production  
tasks

AI outputs will almost be  
indistinguishable from  
human work.

**“But the spark, the  
original vision? That  
will always be human.”**

# From Fear to Fuel



**“What started as fear became one of my biggest growth catalysts.”**



**What I've learned and what I want every woman stepping into AI & design to know:**



**Don't wait for opportunities, create them.**

**“Comfort is the enemy of growth.”**



**My go-to tools:**



**ChatGPT**

**character.ai**



**Claude**

# Final Sparks of Wisdom

One word to describe  
AI + creativity:

**Potential**



Anyone, regardless of technical background, can now build, design, and create.



This is a moment of reinvention and growth.

**“It’s not about fearing change. It’s about leaning into it and seizing the moment.”**



# Women in AI + Design Series

Featuring:

**Sophia Wagner,**  
*Senior Product Designer*



# Misconception:

## “AI = Replacement.”

But the truth is:



AI isn't replacing your creativity, it's a tool you can work with.



It can actually boost creativity by helping you visualize ideas faster.

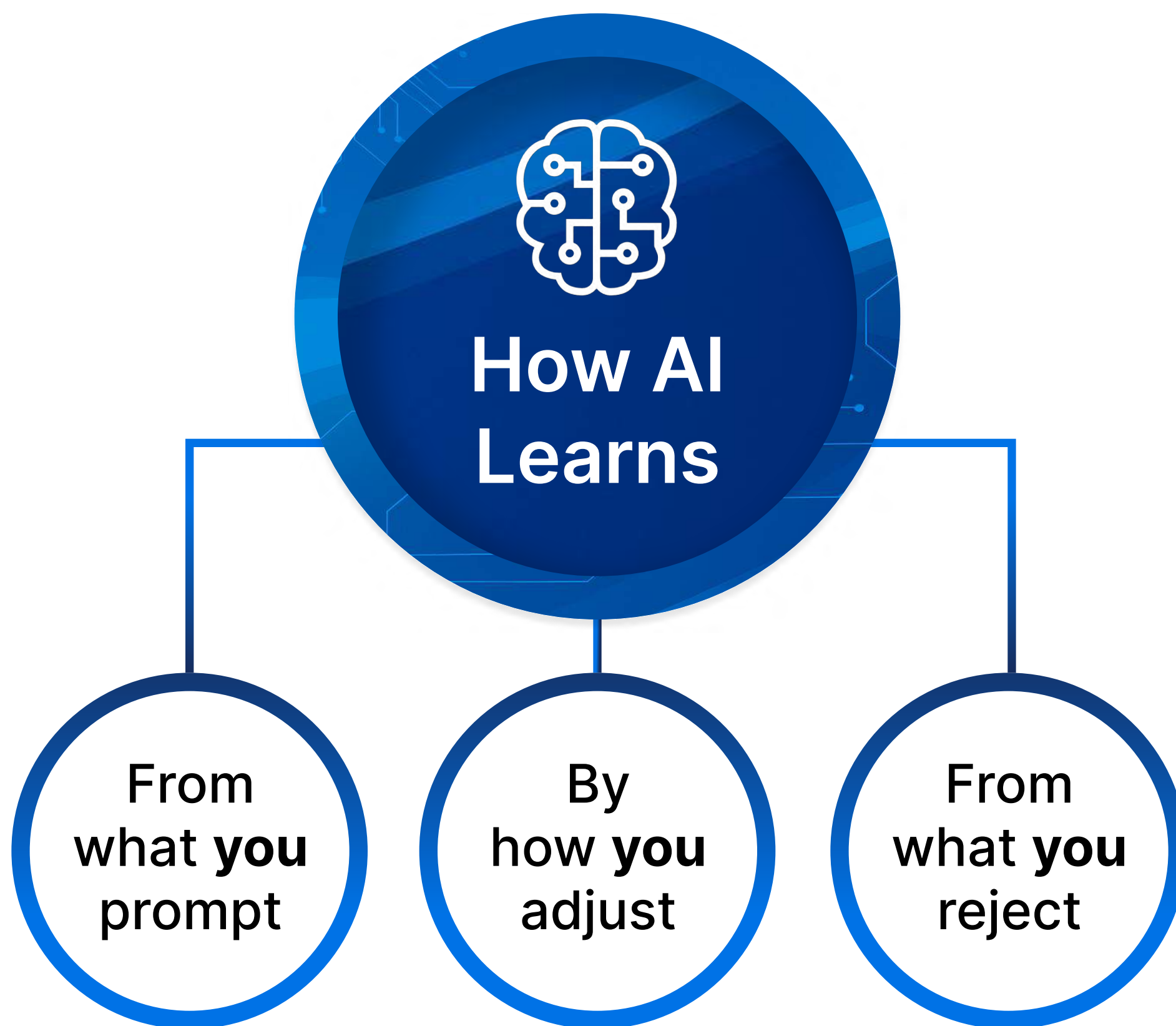


You shape the idea and AI helps to iterate and improve.

**“Being able to see a rough version of an idea early helps me explore and improve it.”**



**“You train AI by showing  
what you want and holding  
it to your own standards.”**



**You never just accept the first  
output, keep refining the results  
to reflect your style and voice.**

# Collaboration and Augmentation

AI helps you explore ideas, speed up iteration, and work more productively.

1

AI helps with creative blocks or when you're working solo.

2

It speeds up early drafts so you can focus on refinement.

3

You still own the final version, AI just helps you get there faster.

**“AI can help you get unstuck and explore ideas when there's no one around to bounce thoughts off.”**

**“It’s easy to miss how flexible or useful AI can be when you only see broad examples rather than real workflows.”**

## **The Gaps in the Conversation**

**We often overlook AI’s role in the process.**



**How does AI actually fit into real creative workflows?**



**What specific steps can AI support in the creative process?**



**Where are the real, behind-the-scenes examples of using AI?**

# Ethics, Inclusion & Empathy

At *Venngage*, for example, AI is utilized to help flag accessibility issues in a first pass.



**“AI can support ethics and inclusion, but it needs to be built with those goals in mind.”**

Ask AI for accessibility feedback or try to find tools where it's built into the process.



# When AI Surprises You



AI feedback can be surprisingly good when you know how to ask the right questions.



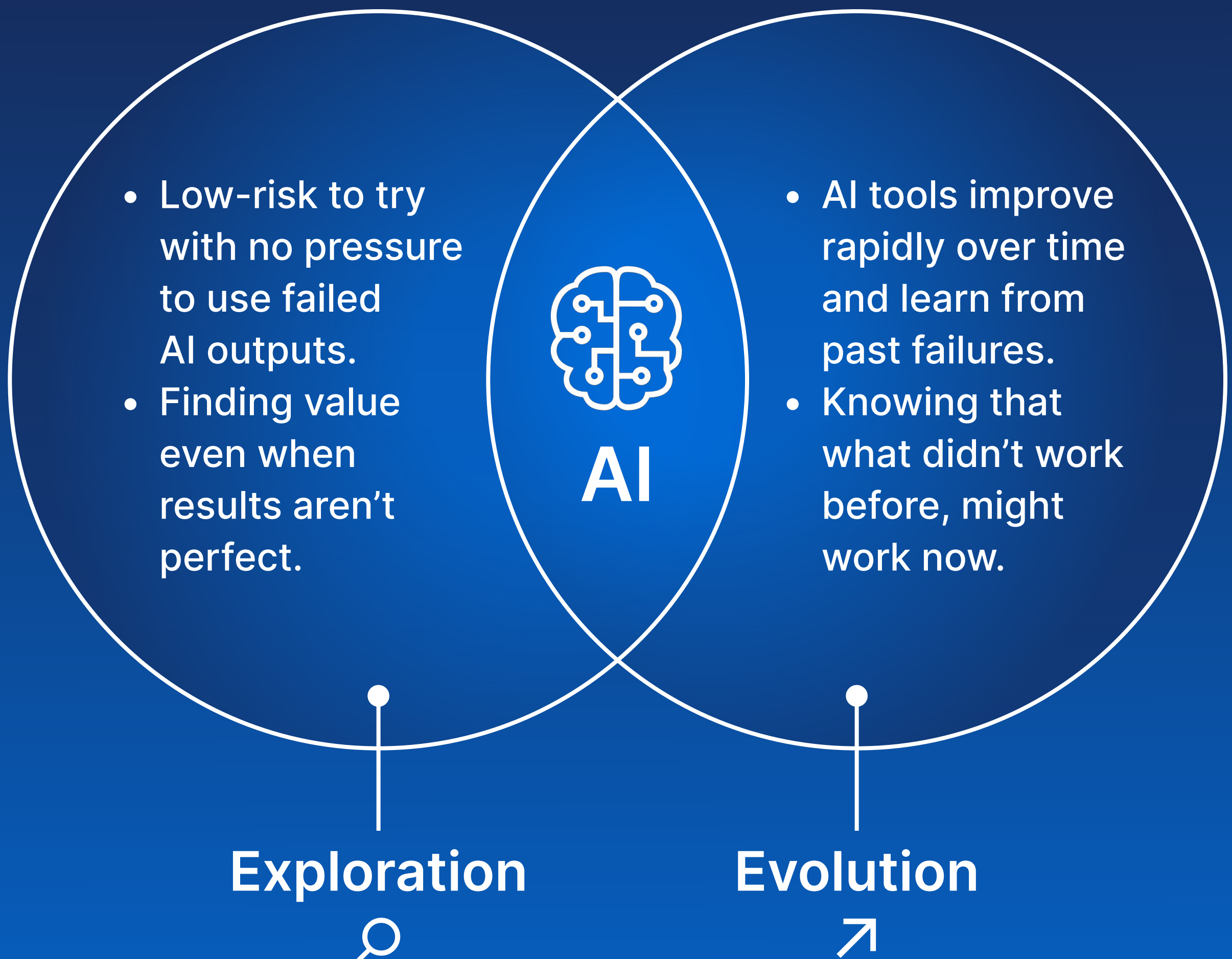
The visuals you can create with AI now are genuinely impressive.



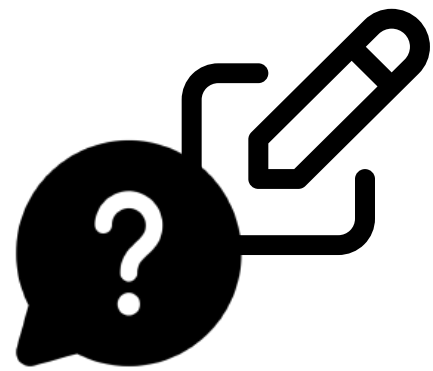
AI tools evolve fast, what didn't work last month may work now.

**“Even when it’s not perfect,  
it’s a fast way to gather  
ideas or spot gaps before  
going too deep.”**

**“The pace of improvement is fast, and what doesn’t work today might be completely different tomorrow.”**



# What I've learned and what I want every woman stepping into AI & design to know:



**“Stuck? Try asking AI for prompt ideas. Sounds weird, but it works!”**

- ✓ Frequently test to discover what's possible.
- ✓ Use free tools to explore and experiment easily.
- ✓ Start with a quick prompt to spark the process.



**I stay in the habit of testing any idea that pops into my head.**

# Final Sparks of Wisdom

One word to describe AI + creativity:

**Amplification**

Myth I wish would disappear:

**“AI is substituting  
human creativity.”**

It's not. It's helping you move faster  
and refine more efficiently.

My go-to creative tools:



**ChatGPT**



**VENNGAGE**



# Women in AI + Design Series

Featuring:

**Kristin de la Fuente,**  
*GenAI Design Consultant*



# Misconception: “AI kills creativity.”

But the truth is:



When AI is used thoughtfully, it unlocks creative superpowers.



AI won't replace you. The real risk is not evolving your tools, thinking, or ethics for this new era.

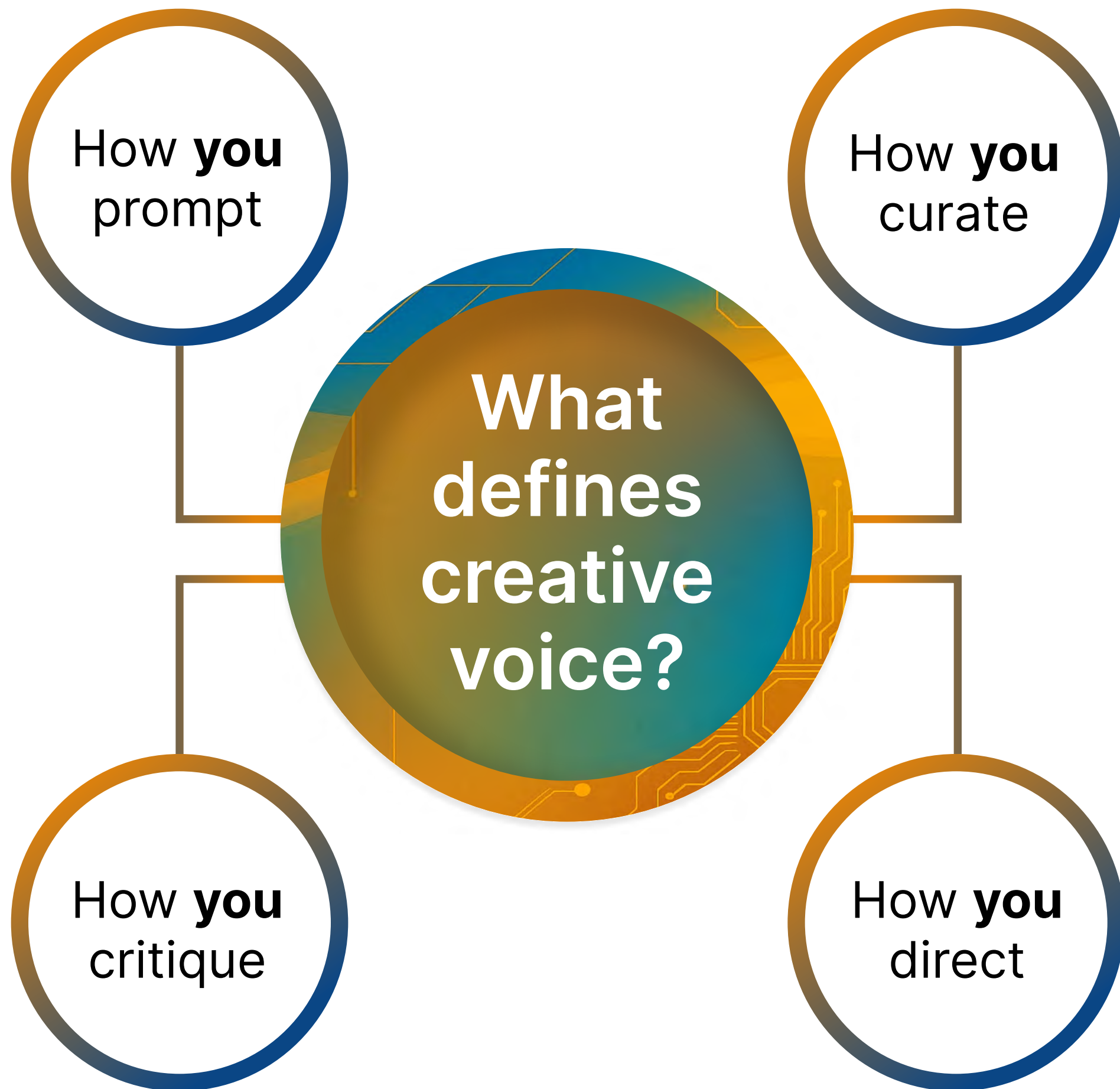


It doesn't replace creativity, it expands your creative bandwidth.

**“Creativity isn't just about execution; it's about problem-solving, perspective-shifting, and storytelling.”**



**Your voice doesn't magically disappear when AI enters the process, instead it's amplified.**



**"Treat AI like a partner,  
not a shortcut."**

# From Tool to Teammate: AI's Evolving Role

AI will take on specific and collaborative roles, from researcher to brand strategist to engagement lead.

1

We're moving  
beyond AI as  
just a tool.

2

Think Human +  
AI dream teams  
with defined,  
collaborative roles.

3

It's about  
orchestration,  
not just  
automation.

**“The future isn’t  
human vs machine —  
it’s relational.”**



**“Bias doesn’t just live in data  
— it hides in our prompts,  
our default personas, even  
the silence around who  
isn’t in the room.”**

## **The Gaps in the Conversation**

**We need to stop and ask:**



**What happens when systems  
prioritize speed over empathy?**



**Where are ethics and inclusion  
in the conversation?**



**Who’s being left behind?**

# Ethics & Inclusion Start at the Prompt

Ethical design must be integrated  
in the entire creative process.



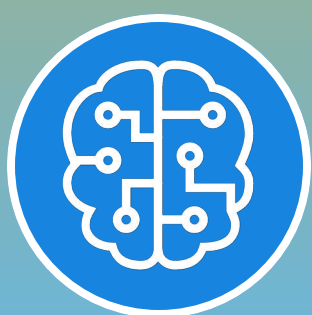
That's why I built *Kyam*,  
an equity-focused AI assistant  
that audits prompts and data  
for bias in real time.

“Ethics isn’t an afterthought.  
It’s an everyday design choice.”

# When AI Surprised You In the Creative Process



A simple prompt to craft a realistic persona turned into weeks of trial and error.



I learned that executing a clear vision with AI takes serious skill.



Learning prompt engineering and understanding how AI actually works brought clarity.

**"This process showed me  
how important it is to  
empathize more deeply when  
designing for personas."**

# Vision for the Future of AI in Design



Designers won't just use AI, they'll design with it ethics and intent.



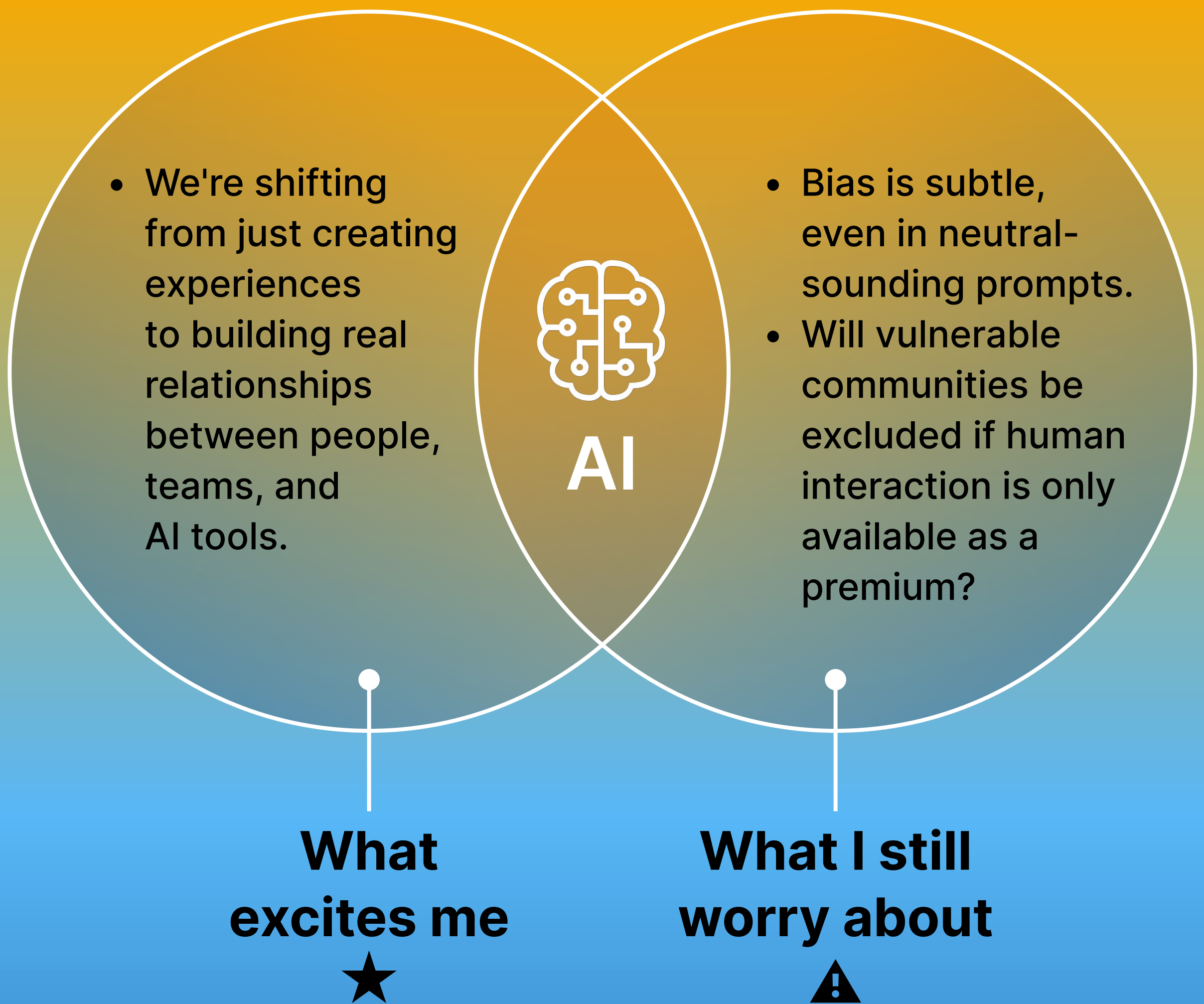
It's time to shift from efficiency to equity at the center of our process.



Imagine every team with an AI partner that helps them create more ethical designs.

**“I want to live in a world where inclusive design is the norm and AI helps us get there faster, not further away.”**





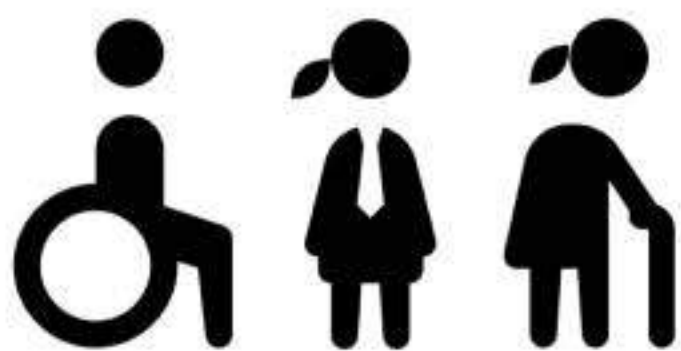
**“I ran an experiment comparing LLM responses to gendered prompts, the bias was subtle but revealing.”**

What I've learned and what I want every woman stepping into AI & design to know:



You don't need permission to show up. You are the perspective the industry needs.

**"AI isn't just about what we build, it's about who builds it, and for whom."**



My go-to tools:



ChatGPT



Midjourney



Runbear



# Final Sparks of Wisdom

One word to describe AI + creativity:

**Superpower**

Woman in tech I admire:

**Joy Buolamwini**  
*(AI Researcher & Digital Activist)*

Her work exposing algorithmic bias changed how I see AI and why it matters to speak up.

Myth I wish would disappear:

**“Using AI makes your work less real or less creative.”**

In truth, it just makes your choices more visible.

# Women in AI + Design Series

Featuring:

**Carolina Posma,**  
*Builder of AI Agents & Automations*



**CAROLINA  
POSMA**



VENNGAGE



## Misconception:

# “The use of AI should be complex in order to be *good*.”

A lot of experts share impressive (and often overwhelming) AI setups, but that makes simpler approaches feel like they're not doing it right.

### But the truth is:



Simple moves with the right tools can lead to significant results.



You can start as simple as building a "super" prompt for your content creation.

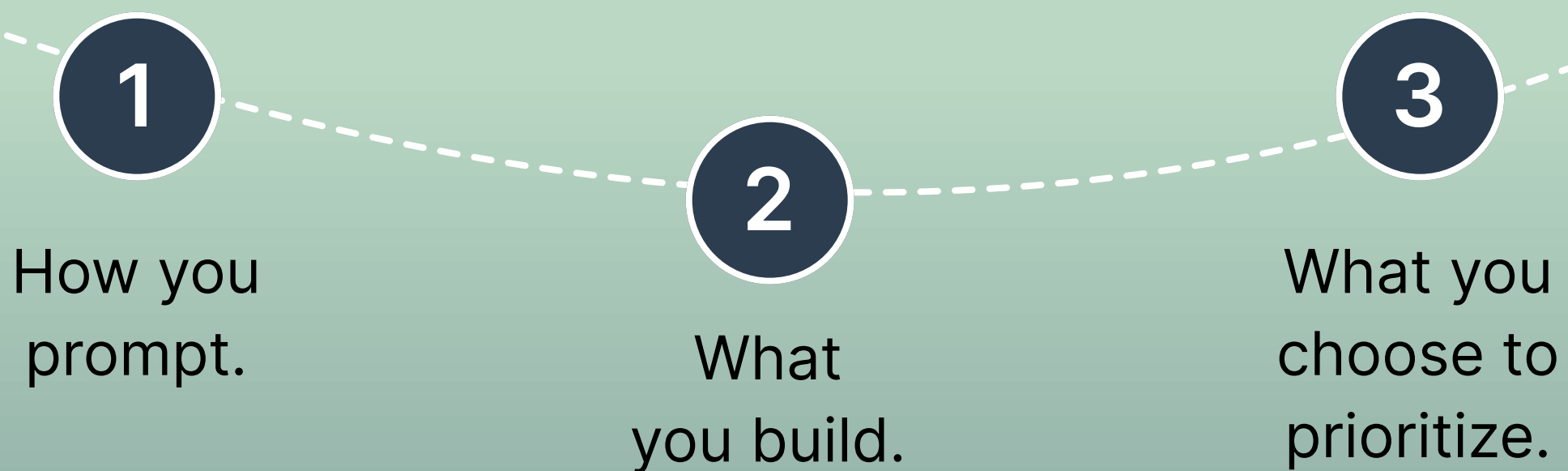


Tools like *Make* or *FlowGent* are user-friendly when getting started with AI agents and automations.

## “Small, simple actions can make a huge difference.”

# AI is a tool, not the boss. Your voice still leads the way.

It is just another tool in your toolbox  
and your creative style shows up in:



**“It’s just like when  
Photoshop dropped—  
people said digital  
wasn’t ‘real’ art. Look  
where we are now.”**

**“We need more talk about  
real-world application,  
not just theory. Less hype,  
more impact.”**

## **The Gaps in the Conversation**

**Not just what AI can do, but what it *should* do.**



**How are we using it?**



**Who are we building it for?**



**Is it solving real problems?**



**Ethics, empathy, inclusion =  
non-negotiables**



**“If we don’t design with  
empathy and inclusion  
from the start, we end  
up scaling bias instead  
of progress.”**

**Every AI automation we build reflects  
the values of the people behind it.**

# When AI Surprises You



First felt that AI was like cheating, now it's my smart scaling tool.



Feared losing originality, now it amplifies my voice.



Was initially hesitant but now I can deliver more impact, faster.

**“AI helped me be 10x more productive, delivering more ROI by combining my expertise with an AI boost.”**

# Shaping What Comes Next

AI levels the field, but it also raises expectations. If you want to stand out, creativity and clarity matter more than ever.

**Where AI is taking us and what we need to protect:**



More  
access



A new kind of  
competition

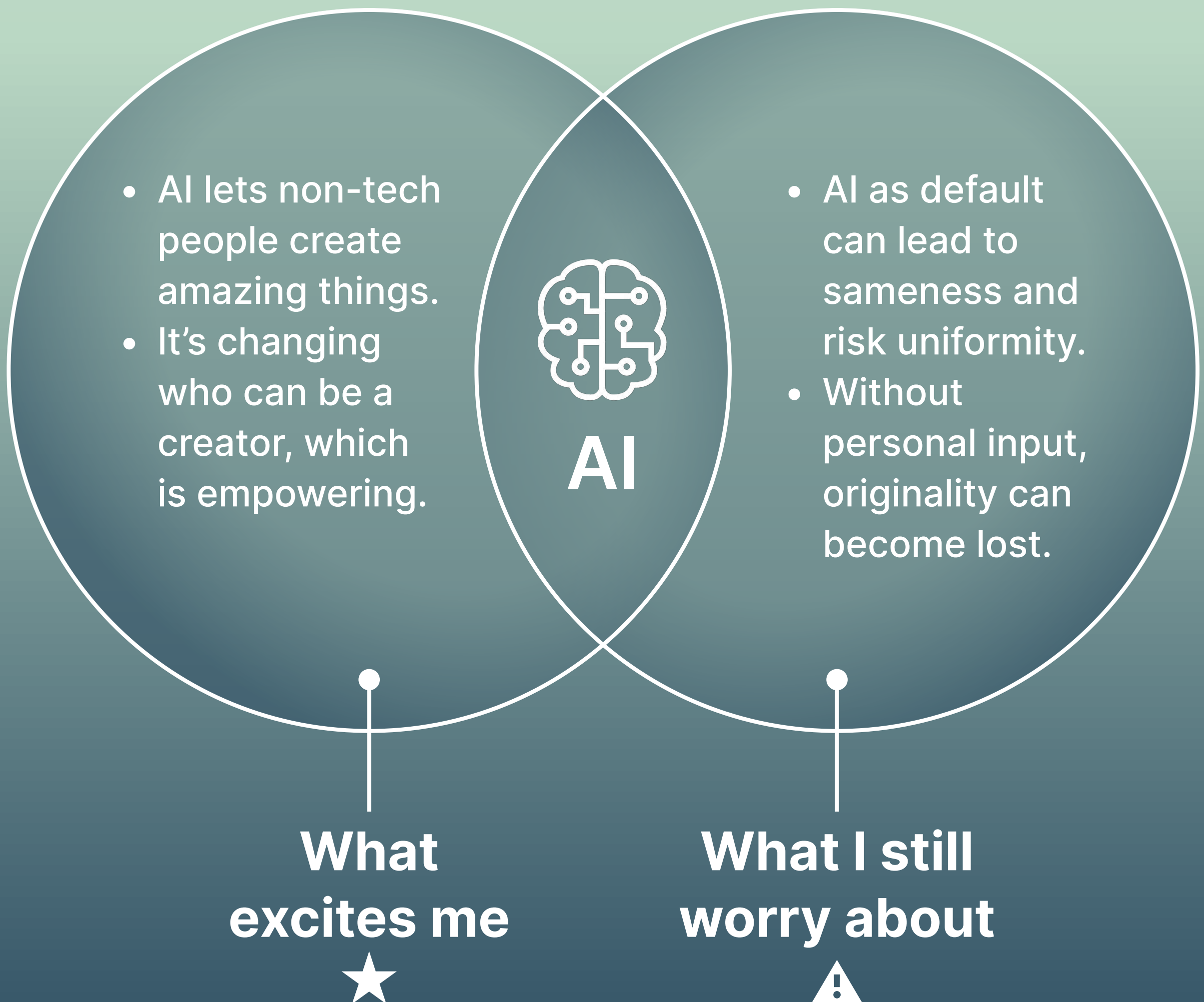


Higher  
quality

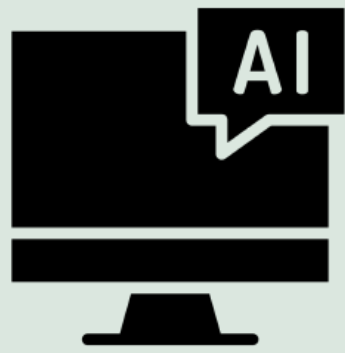
**“It’ll definitely get more competitive, but that’s a good thing. It’ll push people to really outshine, not just show up.”**



**“Originality still comes  
from the person  
holding them.”**

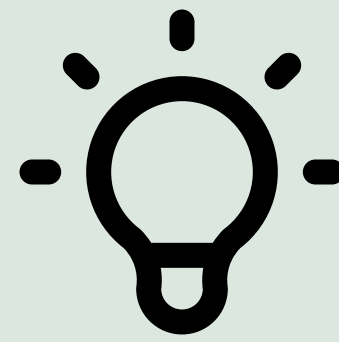


# What I've learned and what I want every woman stepping into AI & design to know:



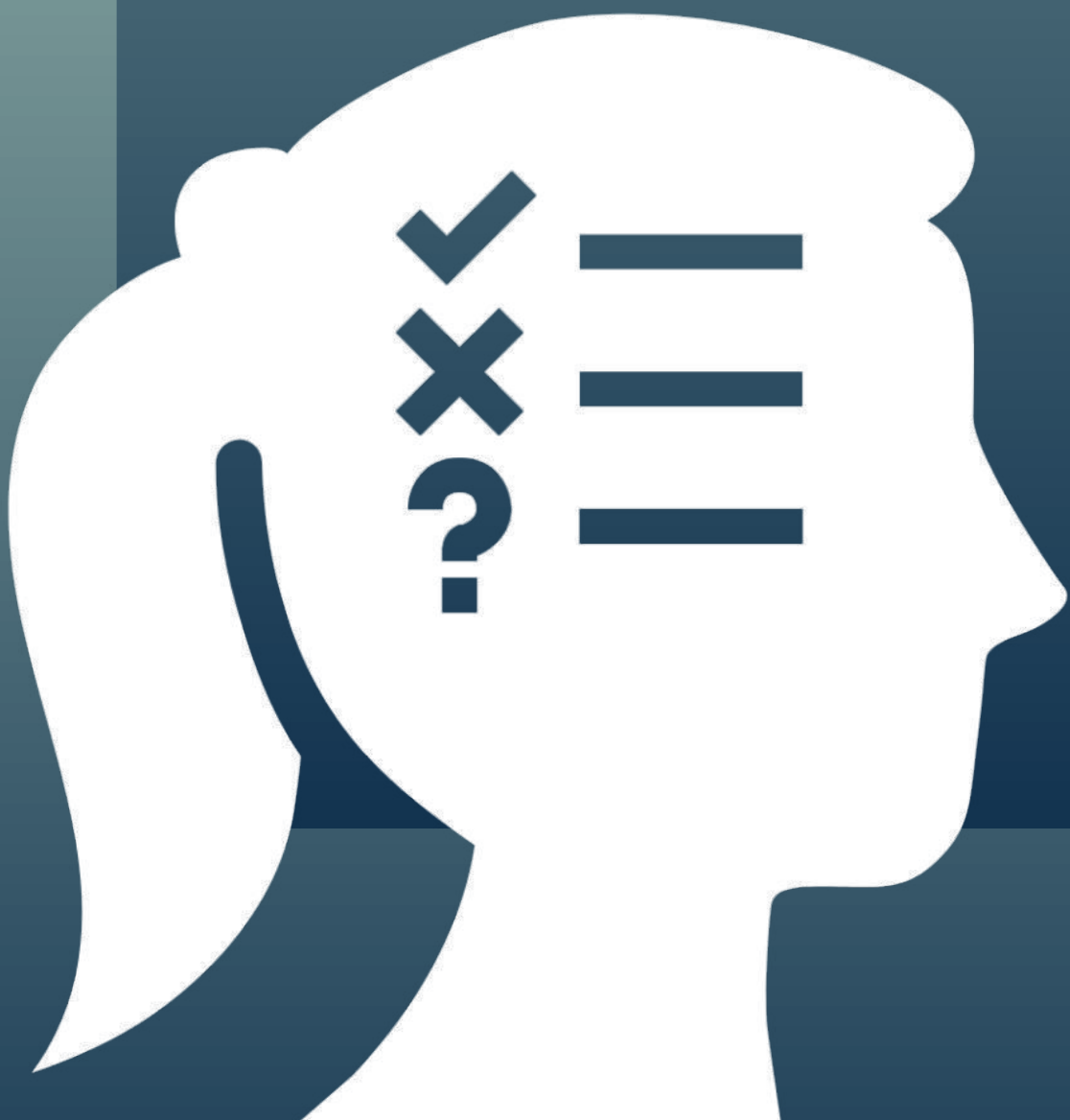
## **Build before you consume.**

Skip the hours of  
watching tutorials.  
Just open the tool.



## **Curiosity over perfection.**

Learning happens  
faster through building  
and exploration.



**Learn by doing—test  
things, break stuff,  
and rebuild it better.  
Try. Fail. Learn.**

# Final Sparks of Wisdom

One word to describe AI + creativity:

Fire

Myth I wish would disappear:

“You have to be a tech person to build with AI.”

No, you just need to be a “*try it out*” kind of person.

My go-to creative tools:



Napkin

Canva



FlowGent AI

FLORA



# Women in AI + Design Series

Featuring:  
**Jay Nair,**  
*Marketing Lead*



# Misconception:

## “AI makes creative work less original.”

### But the truth is:



AI scales original ideas without diminishing creative effort.



By handling logistics, AI frees up more time for the craft itself.



We need to reframe AI as a creative collaborator, not just a shortcut.

## “Creativity isn’t a prompt. It’s a process.”

# AI can reflect your personal voice, but only if you lead it.

AI isn't magic—it's a tool you learn to guide.

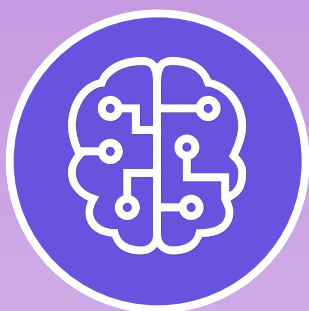


**“It’s about teaching the tool how to reflect my tone, how to structure my thinking, and how to refine what I already want to say.”**

**“We’re not just adapting  
to new tools; we’re actively  
shaping how they show up  
in our work.”**

## **The AI Relationship Is Evolving**

**It’s collaboration and augmentation,  
not replacement.**



**AI is learning fast and so are we,  
shaping how it fits into our work.**



**It’s changing roles, but it’s also  
creating space for new ones.**



**For me, AI clears the noise so  
I can create more meaningfully.**



# The Gaps in the Conversation

Design is more than visuals. It's emotional, inclusive, and contextual. We already ask:



Is this accessible?



Who does this represent or exclude?

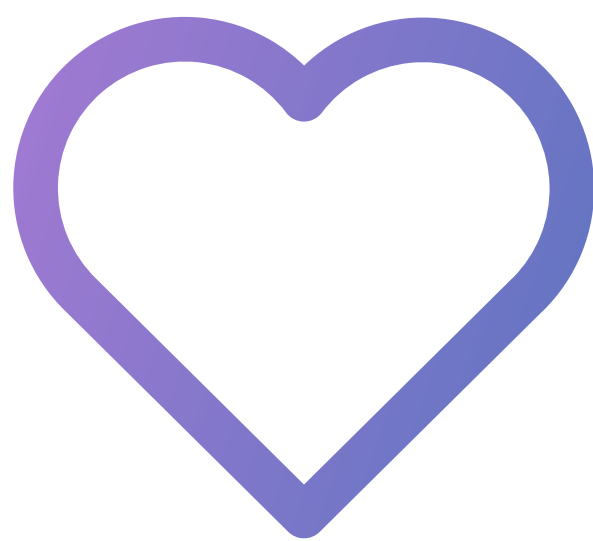


Is it meaningful or just polished on a surface-level?

**“AI work deserves the same scrutiny. We need to stop treating AI’s output as neutral and start asking what it’s built on and who it’s leaving out.”**

# Ethics, Inclusion & Empathy

We need to normalize slowing down. While speed matters, but so does creating with thoughtful care and inclusion.



**“Diversity, accessibility and inclusive storytelling — these aren’t features; they’re foundations.”**

**Traditional design has come a long way in embracing inclusion, now it’s time to bring that same mindset to AI.**

# When AI Surprises You



AI cuts down content planning time by structuring ideas and spotting gaps.



It's now a go-to tool for refining drafts, testing angles, and optimizing landing pages.

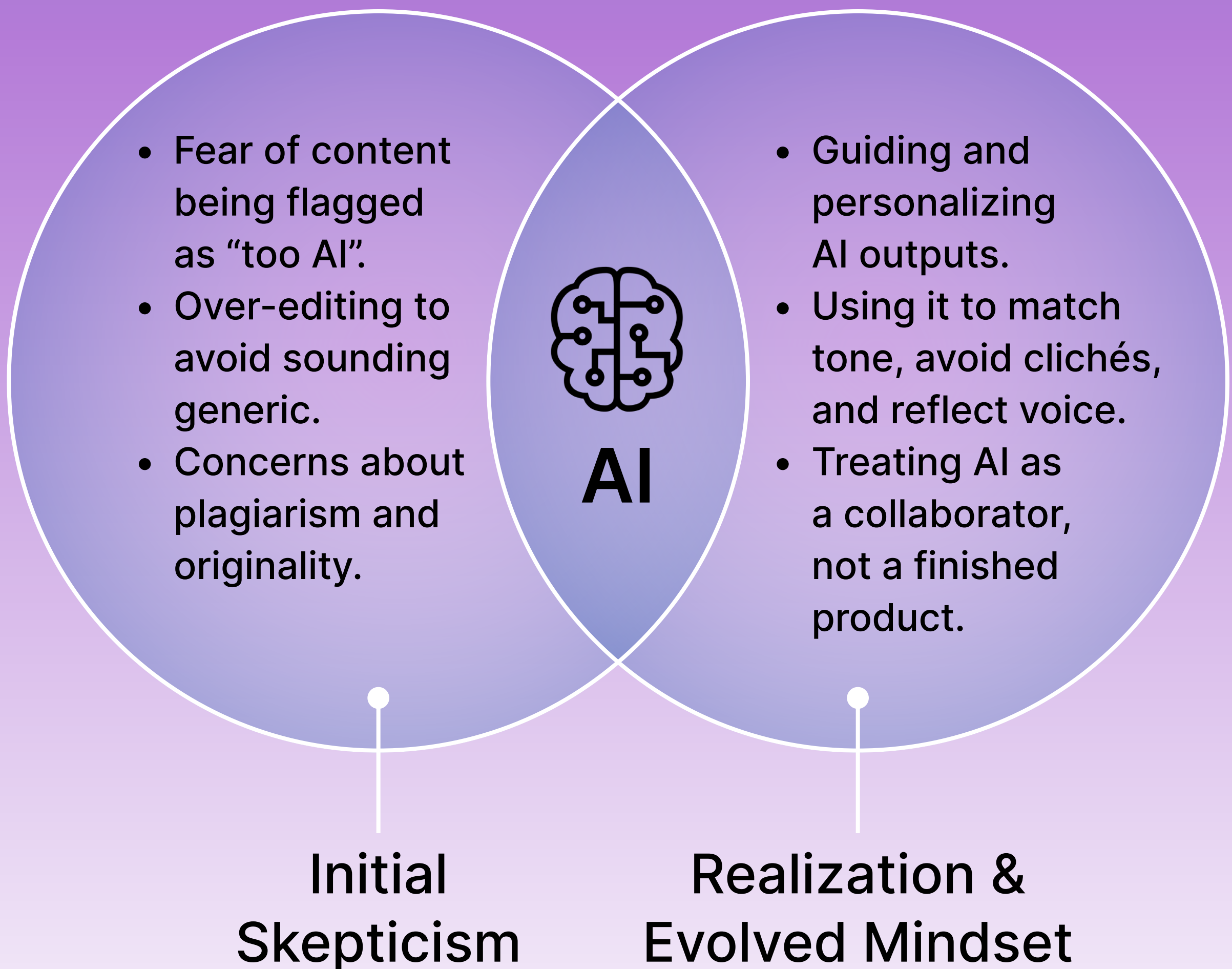


The process still feels human. AI offers clarity, but you stay in control.

**“It gives me clarity  
when I need a second  
opinion but I’m still  
steering the outcome.”**

**“It felt risky until  
I made it mine.”**

## **From Resistance to Realization**





# What I Hope Comes Next

What excites me most is seeing people use AI not just to move faster, but to create impact.

**Impact through co-creation,  
community, and purpose:**



Building more  
accessible,  
purpose-  
driven tools.



Not just  
faster, but more  
collaborative  
and human.



Being ethical,  
transparent  
and inclusive  
from the start.

**“The narrative doesn’t  
have to be ‘AI replaces us.’  
It can be: AI helps us  
do more, together.”**

**What I've learned and what I want every woman stepping into AI & design to know:**



**Start where you are. Your voice matters more than ever.**

### **What Grounds Me Creatively:**

- ✓ Starting small to try things, and treating AI as a tool, not a threat.
- ✓ Following those asking thoughtful questions about AI.
- ✓ Tuning into the voices that challenge or inspire you.
- ✓ Making space to listen, to unlearn, and embrace different perspectives.

**“This space needs you. Your perspective, creativity, and experience shape AI.”**

# Final Sparks of Wisdom

One word to describe AI + creativity:

**Expansion**

Woman in tech I admire:

**Claire Williams**

***Content Repurposing Specialist***

She brings honesty, depth, and a deeply human voice into every conversation around AI.

Myth I wish would disappear:

**“That AI is inherently dangerous.”**

Fear without understanding blocks progress. We need better education to gain agency in shaping AI's role in our lives and work.