

# Sketching with AI

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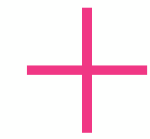
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When I was asked to lead design for the new People magazine app for Dotdash Meredith in 2024, I dove deep into all the newly available tools and our relationship with OpenAI to see how I could optimize my workflow and do better smarter and faster. The app launched to become #1 in the App Store. I've been using AI to sketch and prototype new products as ideas have been coming to me since then. These are some of them.

We've reached an inflection point in creativity.



# AI Tools

**ChatGPT** - trend mapping, insight generation, personas, PRDs, Tech Specs & pitch decks

**Gemini** - breadth-first research, live web grounding, and scanning across multiple sources for quick comparisons

**Claude** - narrative flow, scenario mapping, brainstorming

**NotebookLM** - deep analysis of documents, contextual knowledge extraction

**Figma Make** - natural language UI builder with live editing and fast iteration

**Glide** - natural language UI builder for mobile apps

**Builder.io** - natural language UI builder for mobile apps

# Workflow

## AI-Augmented UX Workflow

### Ideation

Generate solution directions, early design ideas

Brainstorming flows: Generate multiple versions of a user flow or interaction model.  
Sketching UI ideas: Convert text descriptions into rough wireframes or visual sketches.  
Naming / content ideation: Quickly produce brand language, microcopy, or naming directions.

NotebookLM

Claude

ChatGPT

Generate 15 different ways users could complete [specific task] in our interface

How might we redesign [problematic user flow] to reduce cognitive load?

Brainstorm micro-interactions that could delight users during [specific action]

Design 3 alternative onboarding flows for a mobile app targeting Gen Z

Generate interaction concepts, user flow alternatives, micro-interaction ideas, information architecture options - and user scenarios, creative brief

Imagine three alternative interaction models for an (XYZ) tracking app: one built around chat, one around a dashboard, and one around gamification. Sketch out the flow of each in bullet points.

Generate X alternative concepts for [product/app/feature], each with a distinct approach. Summarize each in 2-3 sentences with one defining visual or interaction idea.

Design [feature/product] for three different user personas: [persona A], [persona B], [persona C]. Show how each concept differs in priorities, features, and tone.

Reimagine [product/feature] as if it were designed by [brand/product/domain]. Provide 3 concepts. eg - "Design an online learning platform as if it were (1) TikTok, (2) IKEA, and (3) Duolingo. What interaction patterns or aesthetics carry over?"

### Sketch/Design

Structure content and flows, validate logic

- IA suggestions: Cluster content into logical categories.
- Flow validation: Ask AI to stress-test a flow ("What happens if the user cancels at step 3?").
- Accessibility checks: Flag jargon, readability, or WCAG issues in early copy.

Figma Make

Create low-fidelity wireframes for a [app type] that prioritizes [accessibility/speed/simplicity]

Design a mobile-first layout for [specific user task] with clear visual hierarchy

Use the user scenarios (or PRD) I've provided to design a mobile first application

Re-design (XYZ) app to better address these user needs

Wireframes, user flow diagrams, content blocking/business modeling, layout explorations

Here's a draft sitemap for an elder-care platform. Suggest improvements for navigation clarity.

Here is a proposed flow for booking a doctor's appointment in a telehealth app. Identify potential failure points, edge cases, and places where users might get confused or drop off. Suggest fixes

Given this list of 25 features and content items for a student portal, cluster them into logical navigation categories. Propose intuitive labels that would be clear to both first-time and returning users.

### Prototype (low/high fidelity)

Move ideas into tangible testable designs

- Wireframe → mockup: AI converts sketches to Figma layouts.
- Auto-populate with realistic data: Generate diverse user names, photos, text blocks.
- Design variations: Rapidly explore visual themes.

Figma Make

Builder.IO

Glide

Build an interactive prototype showing the complete user journey for [specific task]

Create a clickable prototype that demonstrates [key interaction] with proper feedback states

Design an MVP with the highest value user scenario that will elicit the most responses in a usability study

Mid-fi prototypes, multiple style variations, auto-filled sample data, usability testing demos, stakeholder presentation materials, developer handoff specs

Turn this sketch into a Figma mobile wireframe with material design patterns.

Populate this prototype with realistic sample data for 10 different users, with gender/ethnic diversity.

### Iteration

Validate assumptions

- Script design scenarios
- Automate repetitive tasks
- Sentiment analysis

Review this usability issue from sessions. Cluster themes, assign severity, and list the top 3 fixes

Analyze these user session transcripts to identify testing a trauma app - moments of delight, or opportunities to speed up screens.

Test plans, results

# Just Enough

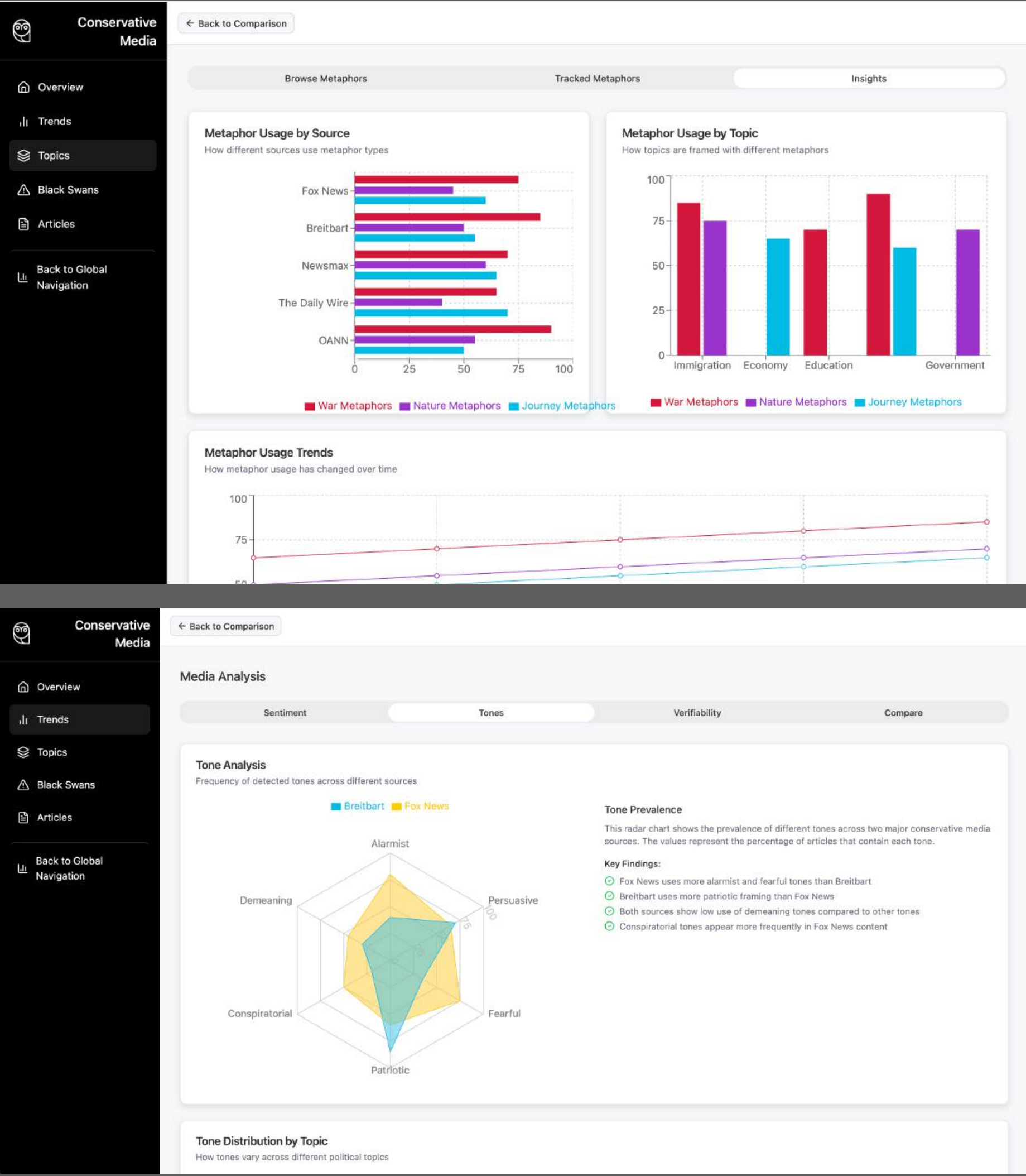
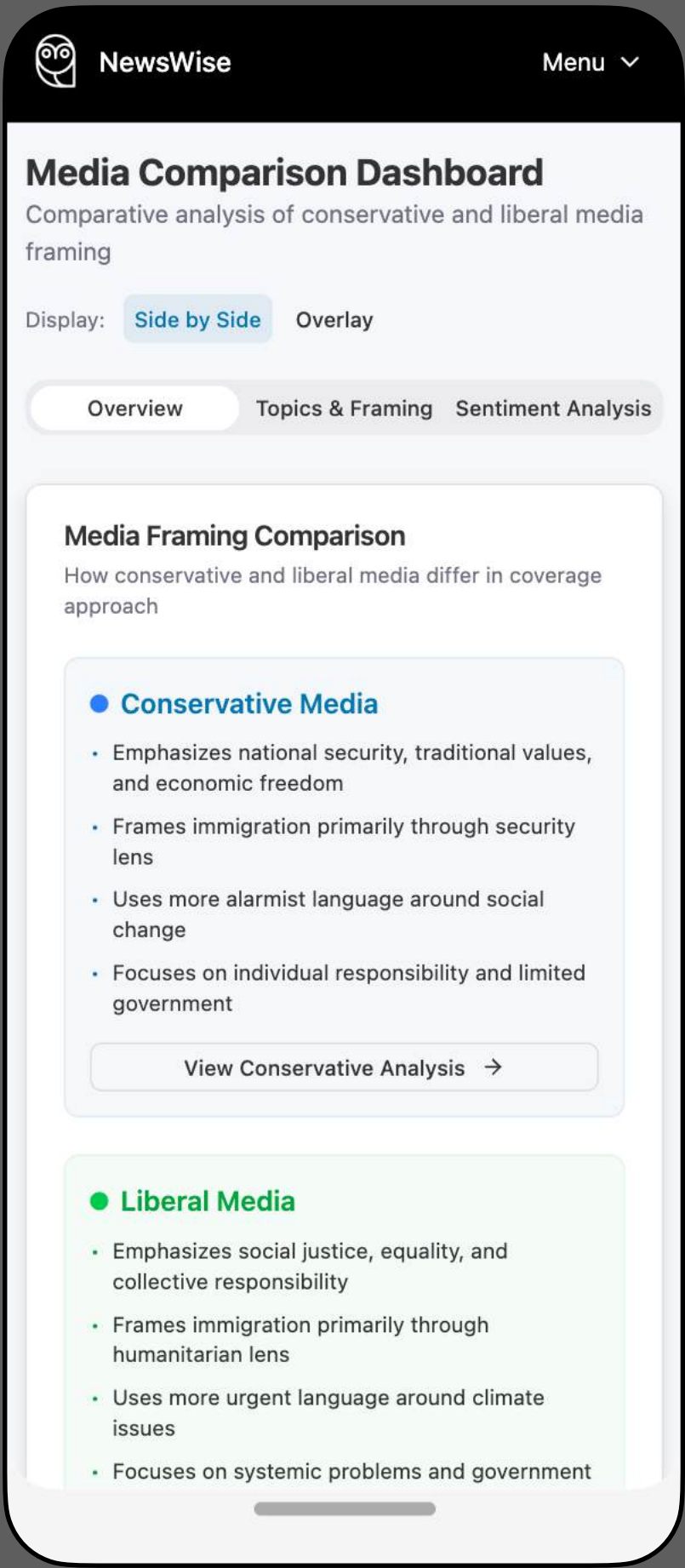
The sketches are “just enough” to convey the purpose and function of each - and just enough to share and test.

# The News

My research while at Dow Jones/The Wall Street Journal and Dotdash Meredith revealed the challenges publishers have encouraging readers to read articles. The following designs/prototypes are meant to help readers engage more deeply with the news they read.



As a student of anthropology interested in linguistics, I built this prototype to help me understand sentiment, framing metaphors and splitting language being used by both conservative and liberal media sources.





# InContext

## Giving the news of the day some historical context

*Many readers, including myself, read a news article without understanding historical context or precedence. What happened before? What led to this? I created this browser extension for Chrome to help readers become better informed.*

The image shows a CNN news article titled "Supreme Court to Hear Major Gerrymandering Case That Could Reshape Elections". The article is from the Politics section, posted 2 hours ago, by Sarah Mitchell from the Washington Bureau. The main text discusses the Supreme Court's upcoming decision on whether state legislatures have unlimited power to draw voting district boundaries. It mentions the case Moore v. Harper and the historical practice of gerrymandering. A blue sidebar on the right, titled "In Context", provides additional information. It includes a "Quick Explainer" defining gerrymandering and a "Historical Timeline" with key events from 1812 to 2019.

**Supreme Court to Hear Major Gerrymandering Case That Could Reshape Elections**

The case centers on whether state legislatures have unlimited power to draw voting district boundaries, potentially affecting millions of voters nationwide.

By Sarah Mitchell • Washington Bureau

The Supreme Court announced today it will hear a landmark case challenging the practice of **gerrymandering** in North Carolina, a decision that could fundamentally alter how congressional districts are drawn across the United States.

The case, Moore v. Harper, involves a dispute over whether state courts can review congressional maps drawn by state legislatures. The North Carolina legislature argues that the Constitution gives state legislatures virtually unlimited power to regulate federal elections, including the drawing of congressional districts.

Critics argue this interpretation of the **Elections Clause** could allow for extreme partisan gerrymandering without judicial oversight. The case has drawn attention from **voting rights advocates** who warn it could undermine democratic representation.

The court's decision, expected by summer 2024, comes as several states have been embroiled in **redistricting battles** following the 2020 census. Both Democratic and Republican-controlled state legislatures have been accused of drawing maps that favor their party's candidates.

**Key Terms in This Story:**

- Gerrymandering:** The practice of drawing electoral district boundaries to favor one party
- Elections Clause:** Constitutional provision giving states authority over federal elections
- Redistricting:** The process of redrawing electoral maps after each census

**In Context**

Gerrymandering — 94% match Auto-detected

Context Ask AI Compare

**Quick Explainer**


Gerrymandering is the practice of manipulating electoral district boundaries to favor a particular party or group. Named after Massachusetts Governor Elbridge Gerry in 1812, it remains a contentious issue in American politics with significant implications for democratic representation.

**Historical Timeline**

- 1812** Term 'gerrymandering' coined after Massachusetts Gov. Elbridge Gerry **Origin**
- 1964** Reynolds v. Sims establishes 'one person, one vote' principle **Legal precedent**
- 1986** Davis v. Bandemer allows federal courts to review partisan gerrymandering **Court oversight**
- 2019** Rucho v. Common Cause limits federal



*A Chrome plug-in.  
Oftentimes, I'd like to  
check the credentials of a  
journalist. Are they  
qualified? What have  
they written before? Any  
retractions? What else  
have they written?*

 **CredCheck Demo** Know the journalist. Trust the story.

**CredCheck Features**

- ✓ Instant byline recognition
- ✓ Credibility indicators
- ✓ Recent article history
- ✓ Awards & achievements
- ✓ AI-powered insights

**How to Use**

1. Hover over any author name
2. View instant credibility snapshot
3. Card stays visible until dismissed
4. Click "Ask CredCheck" for deeper insights

**Demo Note**


This is a demonstration of the CredCheck browser extension. In the real extension, this would work on any news website.

## New Healthcare Bill Could Transform Medical Millions

December 20, 2024 • 8 min read • Health Policy

By **Kaitlin Mendoza** and **James Richardson**

A comprehensive new healthcare bill introduced in Congress this week could transform Medicare access while addressing long-standing issues in rural healthcare delivery.




The bipartisan legislation, co-sponsored by Representatives from both parties, aims to address the millions of Americans that have left millions of Americans without adequate healthcare options. The bill includes provisions for telemedicine expansion, rural hospital funding, and streamlined enrollment processes.

"This represents the most significant healthcare reform effort since the Affordable Care Act," said Dr. Sarah Chen, a healthcare policy expert at Georgetown University. "The focus on rural communities and underserved populations addresses critical gaps in our current system."

The proposed changes would affect an estimated 15 million Americans currently caught in coverage gaps between state Medicaid programs and private insurance options. Rural hospitals, many facing closure due to financial pressures, would receive dedicated funding streams under the new framework.

Key provisions include:

 **James Richardson**  
Washington Post •  
Technology & Privacy  
12 years active

Polk Award Winner

2x Pulitzer Finalist

twitter

linkedin

muckrack

Recent & Popular Articles

**Meta's Secret Data Collection Program**  
Washington Post • 12/17/2024 • 78,000 reads

**The TikTok Ban: What It Really Means**  
Washington Post • 12/11/2024 • 95,000 reads

**AI Surveillance in American Cities**  
Washington Post • 12/7/2024 • 67,000 reads

**Credibility Indicators**

Retractions: 1

Corrections: 5

Bias Flags:

Tech Industry Critical

Conflicts of Interest:  
Former Google Employee (2008-2010)

? Want to know more about this journalist?

Ask CredCheck (Powered by ChatGPT)



NewsAction

Turning News Reading Into Charitable Action

NewsAction is a Chrome extension that analyzes news articles and instantly suggests ways to help—from donating to relevant charities to finding volunteer opportunities. It transforms the helpless feeling from reading tragic news into concrete action with just a few clicks.channeling your concern into real impact.

Breaking NewsCrisis

Devastating Earthquake Strikes Turkey and Syria: Thousands Feared Dead as International Aid Mobilizes

CNN International • February 6, 2025 • 8 min read

A powerful 7.8-magnitude earthquake struck southeastern Turkey and northern Syria early Monday morning, causing widespread destruction and triggering a humanitarian crisis that has left thousands dead and many more trapped under rubble.

The earthquake, centered near the Turkish city of **Gaziantep**, was felt across the region at approximately 4:17 AM local time. Initial reports indicate that entire city blocks have collapsed in both Turkey and Syria, with rescue teams working frantically to locate survivors trapped beneath the debris.

Turkish President Recep Tayyip Erdogan declared a three-month state of emergency in the affected provinces, including **Kahramanmaras, Gaziantep, Sanliurfa, Diyarbakir, Adana, Adiyaman, Malatya, Osmaniye, Hatay, and Kilis**. The declaration will facilitate rapid deployment of emergency resources and international aid coordination.

In Syria, the situation is particularly dire as the earthquake has compounded existing humanitarian challenges. The northwestern regions of **Aleppo and Idlib**, already struggling with ongoing conflict and displacement, have been severely impacted. Aid organizations report that hospitals and refugee

NewsActionActive

Content AnalysisAuto-detected

Natural DisasterEarthquakeTurkeySyria

Detected humanitarian crisis requiring immediate response. High urgency level.

DonateVolunteerAdvocateLearn

Vetted Organizations

All organizations verified by Charity Navigator and GiveWell

Turkish Red Crescent (Kizilay)

VerifiedCritical

Leading rescue operations and providing emergency shelter, food, and medical care

4.8/5Rating

92%Efficiency

Fund Efficiency92%

Suggested: \$25\$ Donate

Syria Civil Defence (White Helmets)

VerifiedCritical

First responders conducting search and rescue operations in affected Syrian areas

NewsActionActive

Content AnalysisAuto-detected

Natural DisasterEarthquakeTurkeySyria

Detected humanitarian crisis requiring immediate response. High urgency level.

DonateVolunteerAdvocateLearn

Ways to Help

Remote and local opportunities matched to current crisis needs

Emergency Translation ServicesRemote

Crisis Text Line

Help translate emergency communications between Turkish/Arabic and English for aid coordination

TranslationTurkishArabic

2-4 hours15 volunteers needed

ImmediateSign Up

Social Media Crisis AwarenessRemote

International Rescue Committee

Share verified information and fundraising campaigns to raise awareness about the crisis

NewsActionActive

Content AnalysisAuto-detected

Natural DisasterEarthquakeTurkeySyria

Detected humanitarian crisis requiring immediate response. High urgency level.

DonateVolunteerAdvocateLearn

Make Your Voice Heard

Advocate for policy changes and increased support for earthquake relief efforts

Contact Your RepresentativesHigh Impact

Government Outreach

Urge Congress to increase emergency aid funding for Turkey-Syria earthquake response

TargetTime Needed

US Congress2 minutes

2,847 contacts sent

Pre-filled message readyContact

Share Crisis InformationMedium Impact

Social Media Campaign

Spread awareness about the earthquake crisis using verified information and



Counterpoint

What is the other side saying?

A browser extension for Chrome to help readers better understand the historical context of a news event.

Climate Change Policies Show Promising Results in Latest Study

Environmental News Today • March 15, 2024 • Left Bias

A comprehensive new study published in the Journal of Environmental Policy reveals that recent climate change mitigation policies have begun showing measurable positive impacts on carbon emissions reduction across major metropolitan areas.

The research, conducted over a three-year period, analyzed data from 50 major cities worldwide and found that targeted policy interventions have resulted in an average 12% reduction in greenhouse gas emissions compared to baseline projections.

"These findings represent a significant step forward in our understanding of effective climate policy implementation," said Dr. Sarah Martinez, lead researcher at the Institute for Climate Solutions. "The data clearly demonstrates that well-designed policies can create meaningful change."

The study examined various policy approaches including carbon pricing mechanisms, renewable energy incentives, and public transportation investments. Cities that implemented comprehensive policy packages showed the most dramatic improvements.

However, critics argue that the timeframe is too short to draw definitive conclusions about long-term effectiveness, and some question whether the observed changes represent temporary adjustments rather than sustained behavioral shifts.

Counterpoint

Weekly Bias Exposure16 articles

Left8

Center3

Right5

+4 from last week

Alternative PerspectiveOpposite viewpoint

Right

New Study Reveals Climate Policies Fail to Show Measurable Impact, Economists...

Leading economists challenge recent climate policy effectiveness claims, presenting data that suggests...

Economic Policy ReviewHighVerified

March 16, 2024Read

Powered by Counterpoint • v1.0?



# Others

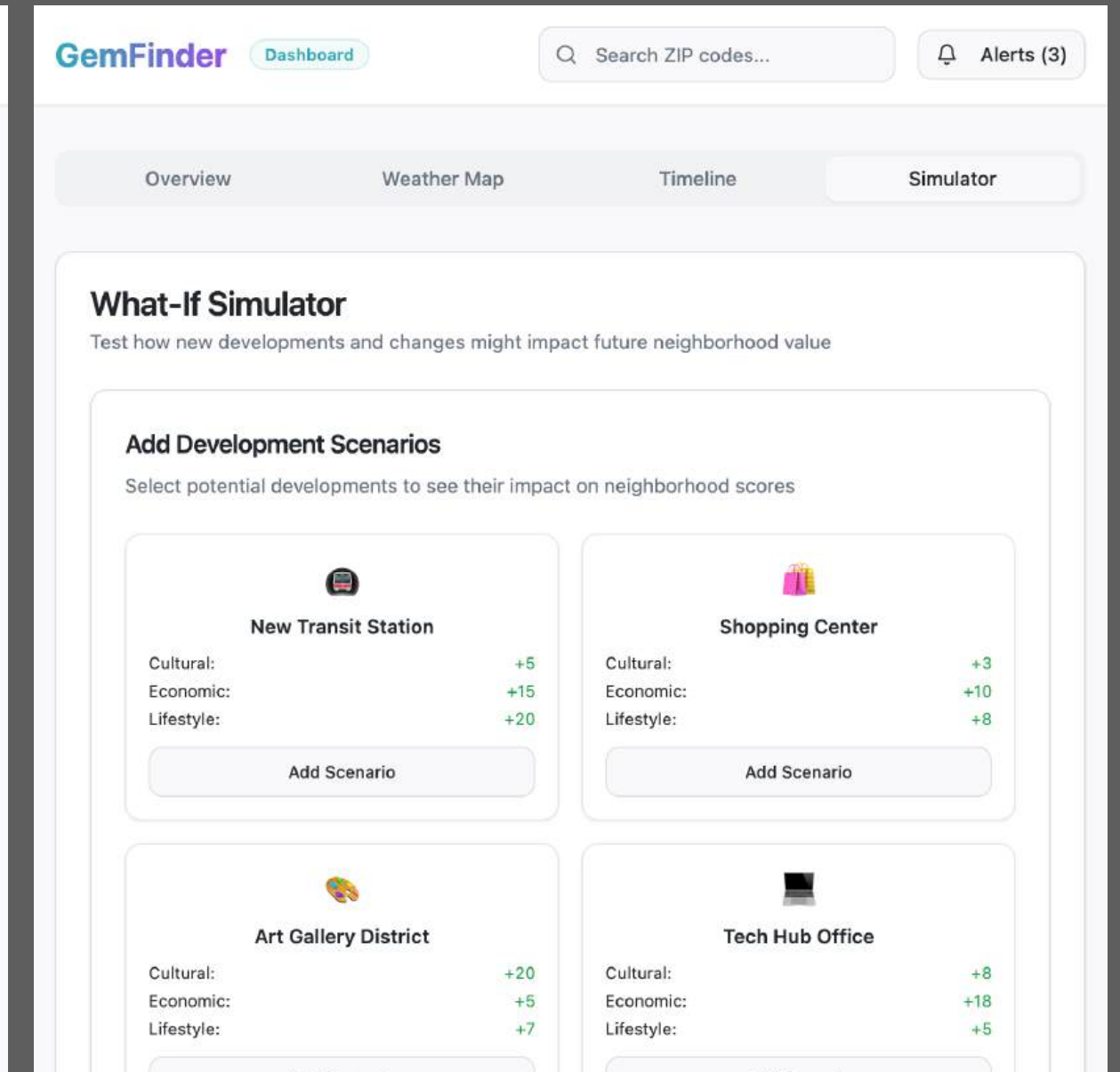
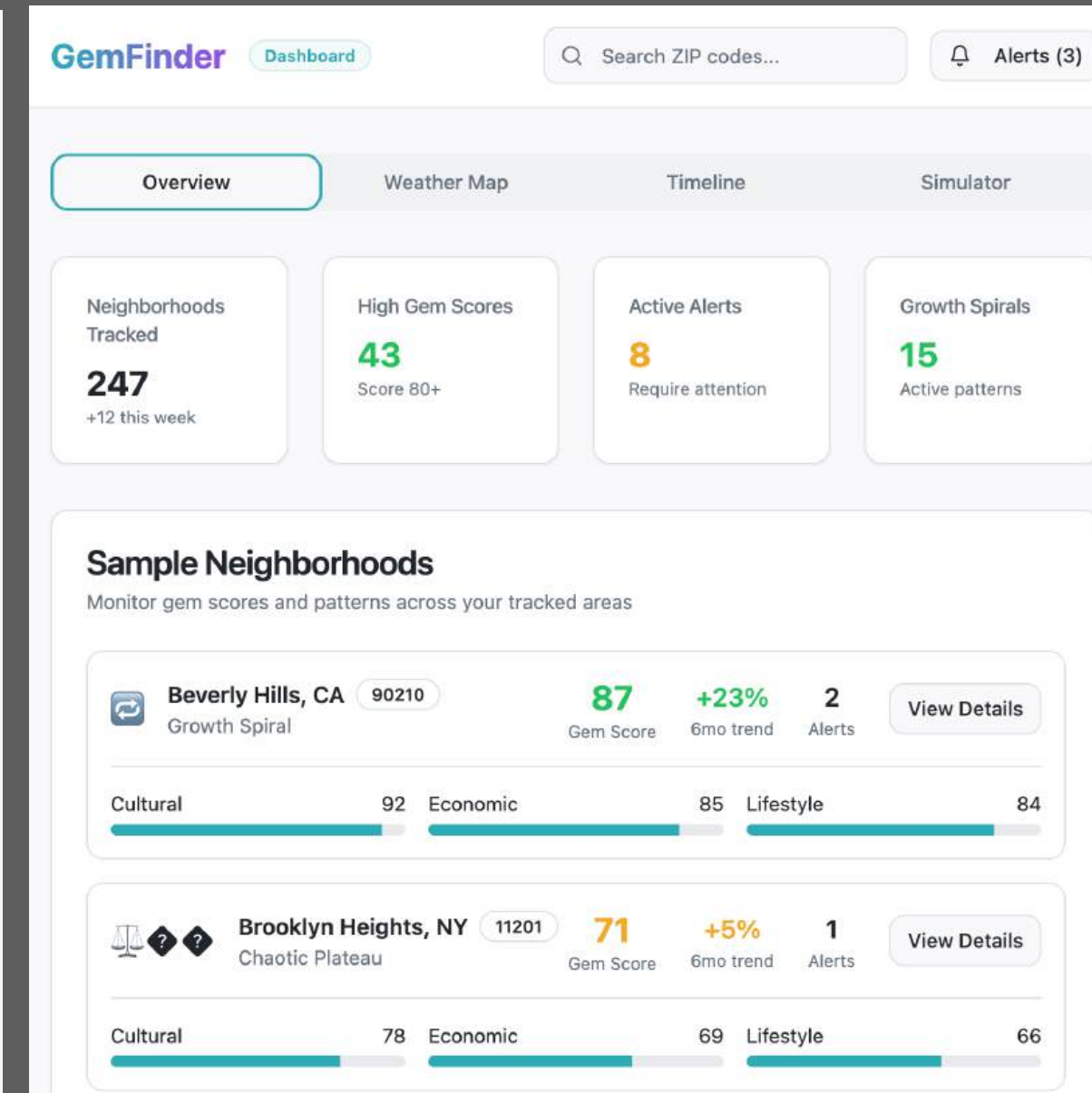
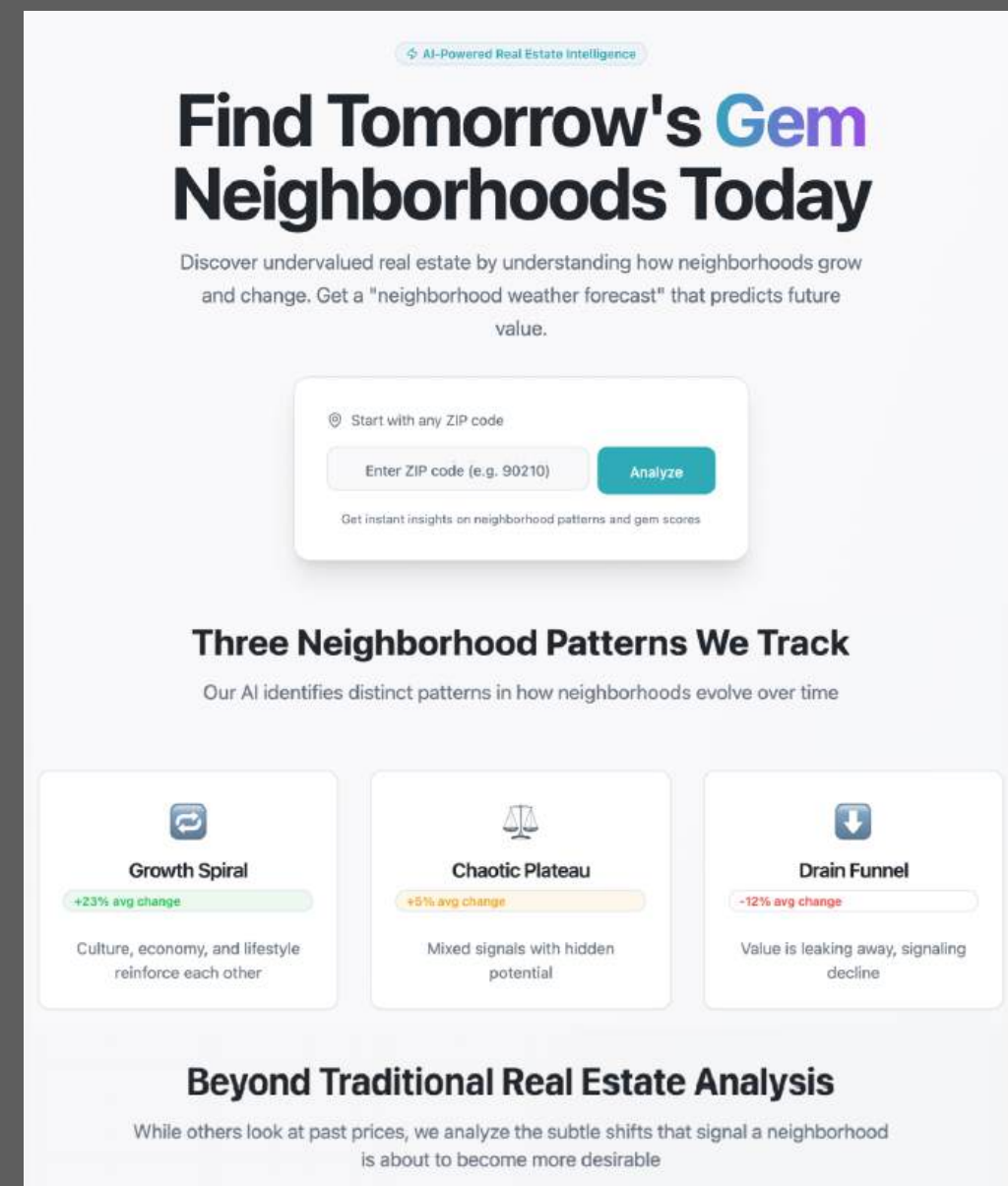
Beyond news and publishing, I experiment with AI in new domains—real estate discovery, music, sound, and storytelling. These projects test how design and technology together can spark fresh possibilities.



# GemFinder

## Uncovering real estate opportunities

*Beyond the personal pocket listing of a real estate agent, I wanted to understand what signals might be used to alert a home buyer or investor to an out of the ordinary property that might be overlooked but that might have superior investment potential.*

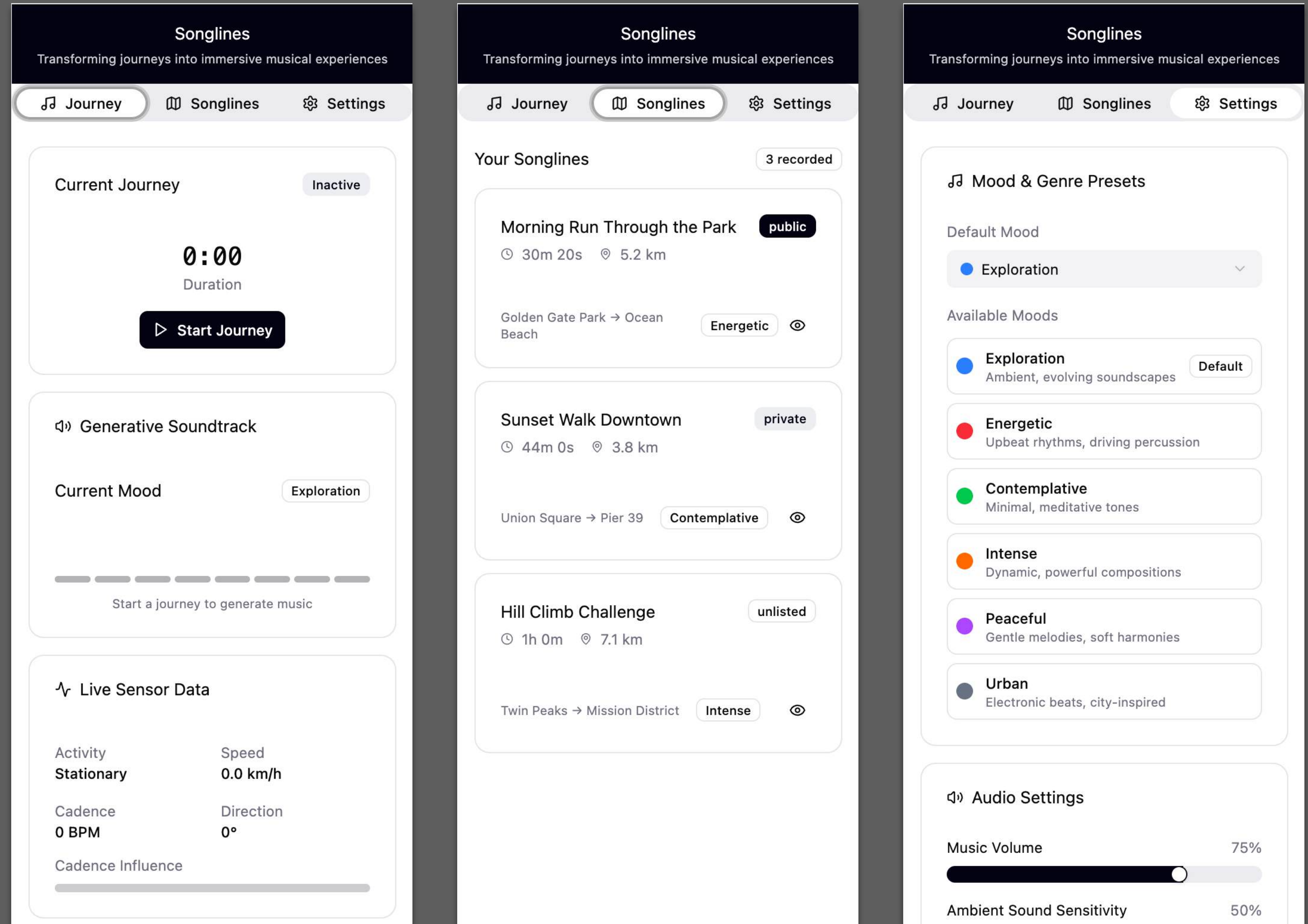




# Songlines

## A GPS enabled music generator

*SongLines turns movement into music. Inspired by Aboriginal songlines, it transforms your pace, direction, and rhythm into a living soundtrack that shifts as you travel. Each journey becomes a unique song you can revisit or share —a map written in melody and motion.*



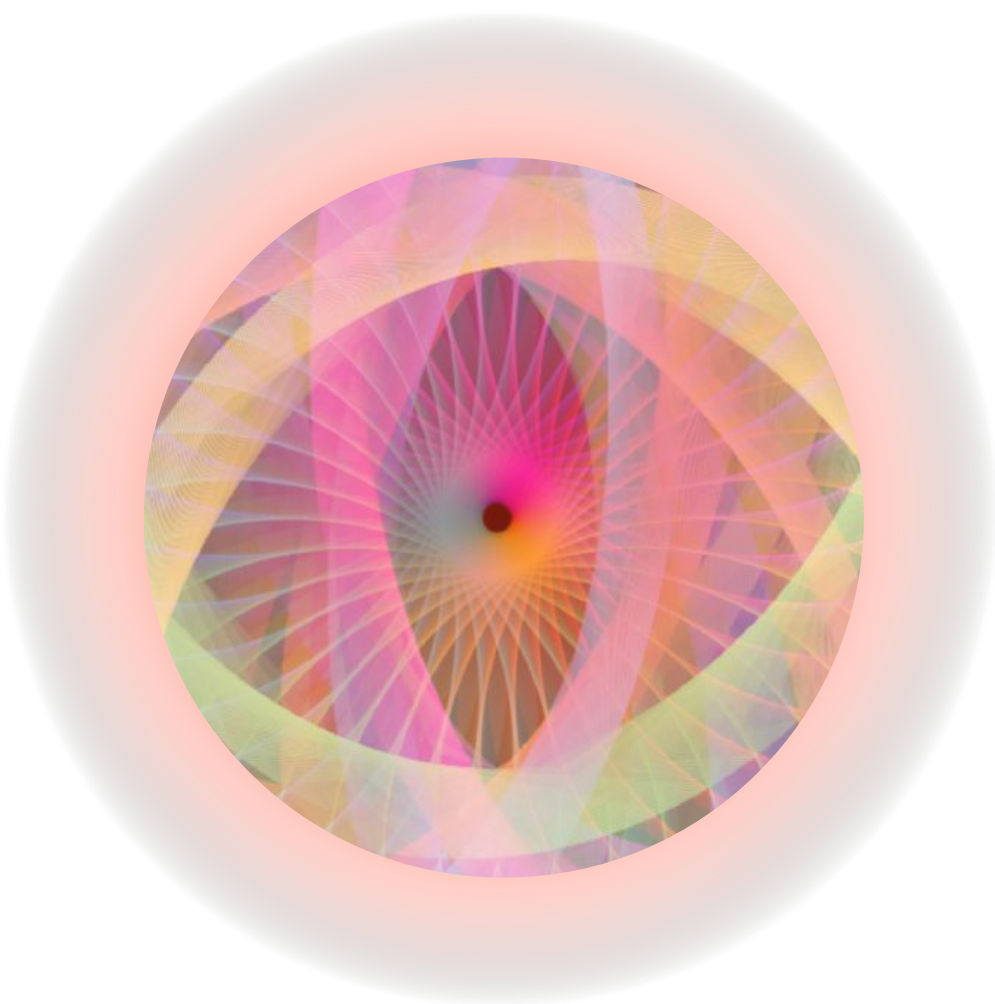


# Listen Again

## A reactive sound app

*Listen is a reactive sound app using your onboard microphone to mix live sounds in your environment with generated frequencies and visuals. There are 7 settings (three are pictured here) that range from ambient to more beat driven.*

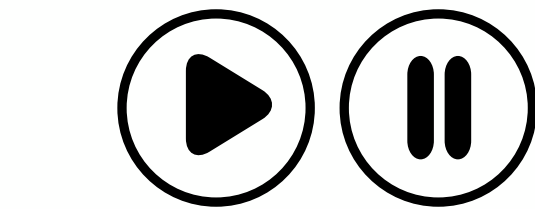
### Detach



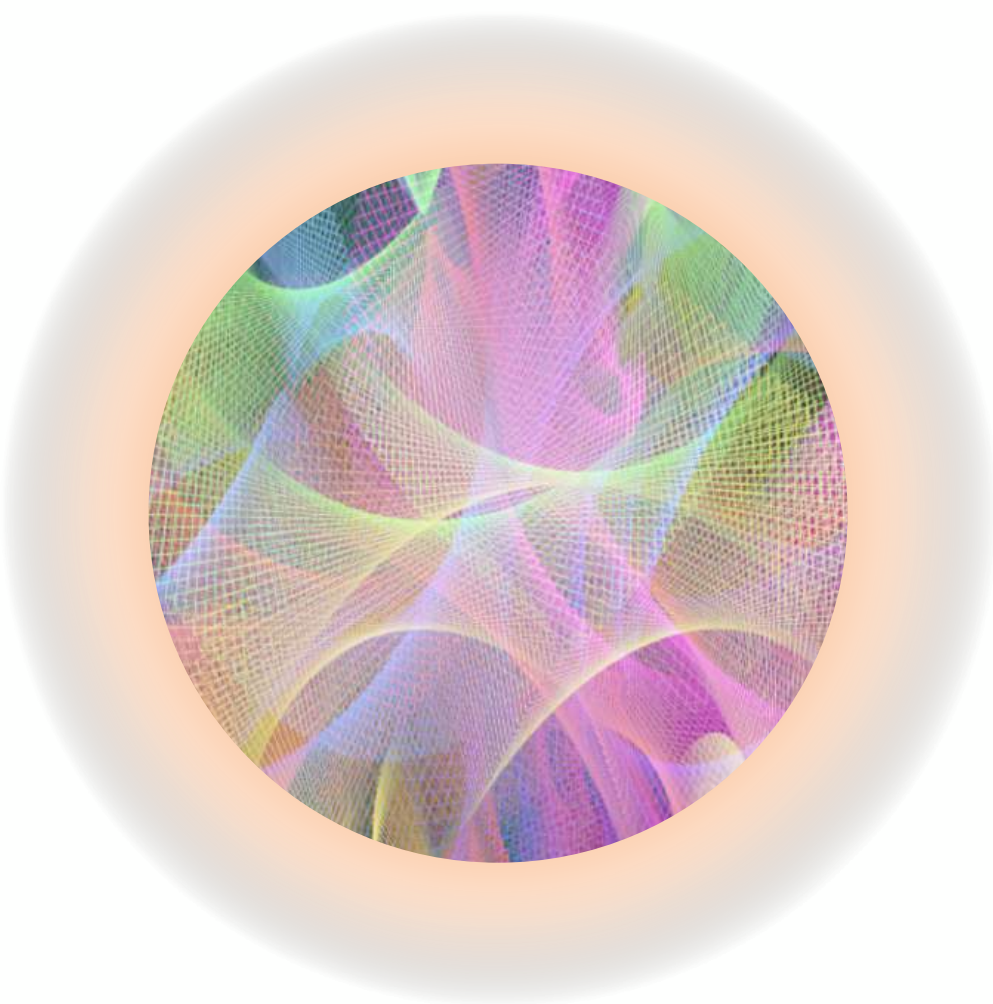
Root - Muladhara - (396Hz)

Seed mantra - Lam

Tan Man Shaant - "my mind and body are tranquil, peaceful and calm"



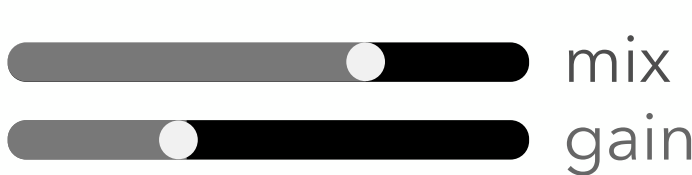
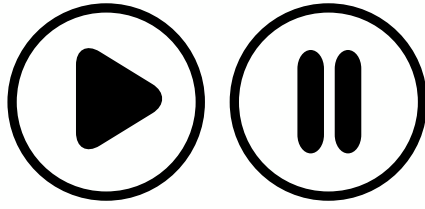
### Time Scrambler



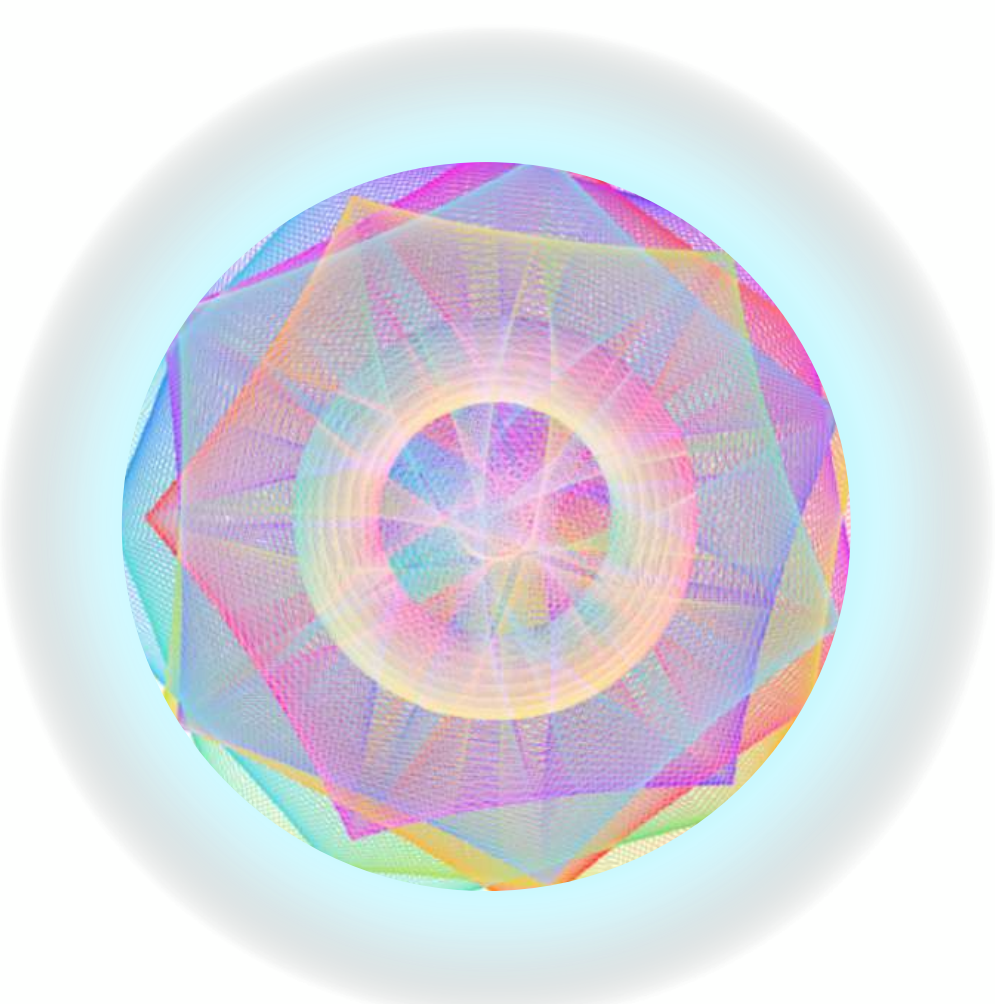
Sacral - Svadhisthana - (417Hz)

Seed mantra - Vam

Om Daksham Namah - aligning one's awareness with universal intelligence and efficiency



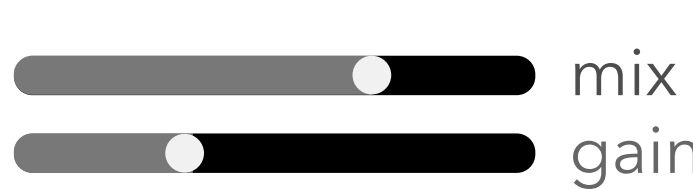
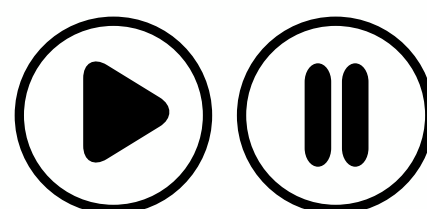
### Vocal Sculptor



Throat - Vishuddha - (741Hz)

Seed mantra - Ham

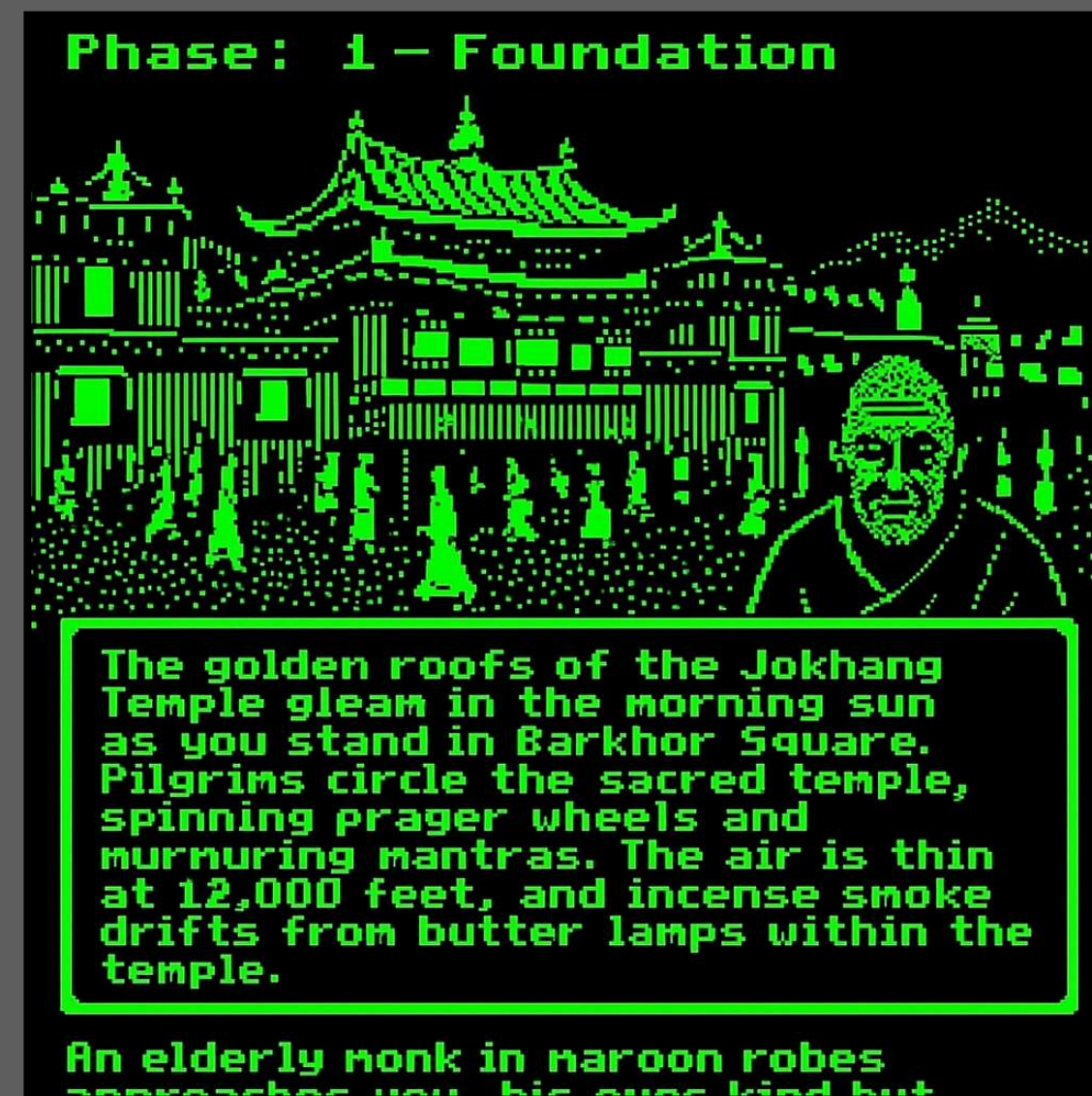
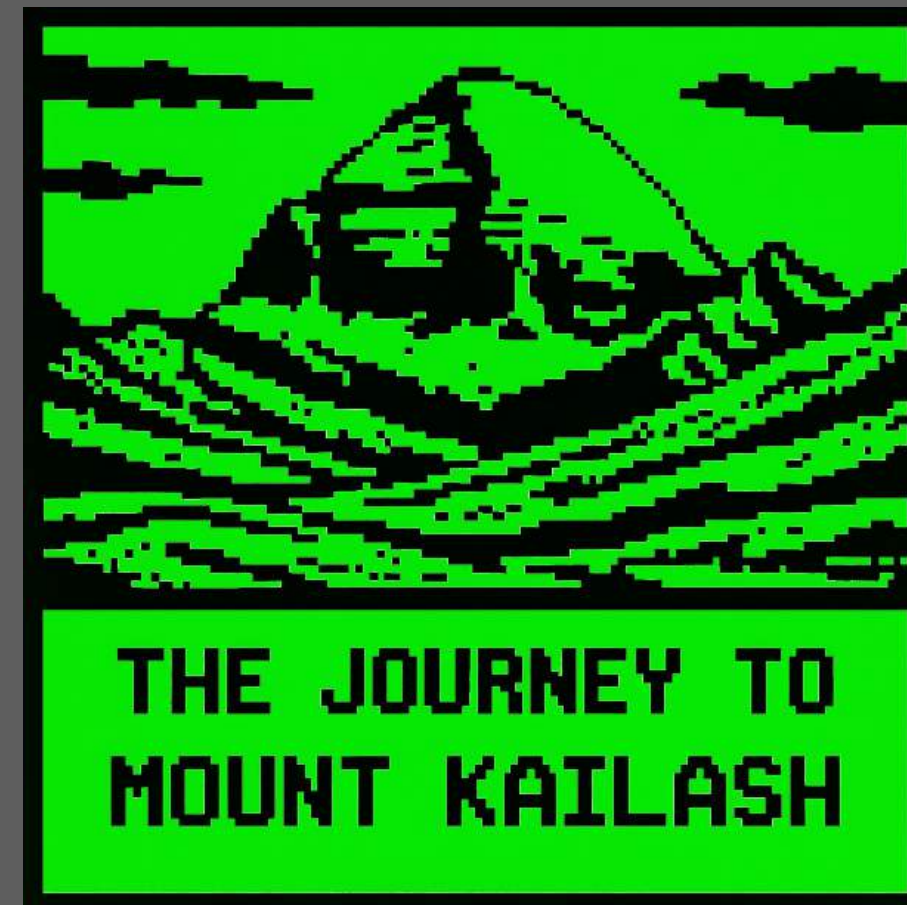
Om Mani Padme Hum - honoring truth and compassion





# The Journey to Mount Kailash

*The Journey to Mount Kailash is a text-based adventure game based on the gameplay of The Oregon Trail where players undertake a spiritual pilgrimage from Lhasa to Mount Kailash, learning authentic Tibetan Buddhist teachings while respecting cultural traditions of the region.*



An elderly monk in maroon robes approaches you, his eyes kind but penetrating. Prayer beads click softly in his weathered hands.

## Atisha speaks:

"I am Atisha, child of the dharma. I see the seeking in your eyes - you wish to undertake the great journey to Mount Kailash. But tell me, what brings you to this sacred path? Your motivation will shape everything that follows."

## Player Choices:

**Choice 1:** "I seek liberation from my own suffering and the endless cycle of rebirth."

- **Stat Changes:** Wisdom +10, Discipline +5, Motivation = 'liberation'
- **Atisha's Response:** Atisha nods approvingly: "Good, you understand the first noble truth - life contains suffering. This is the foundation. But remember, seeking only your own liberation is like trying to save yourself while your mother drowns. Still, we must start where we are."

**Choice 2:** "I wish to develop bodhicitta - the compassionate mind that seeks enlightenment for all beings."



# Thank you



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