

NEW FROM ANTHROPIC

CLAUDE DESIGN

The No-Designer's Guide to Building **Visuals with AI**

Prototypes · Slides · Landing Pages · Animations — From One Prompt

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Launched: April 2026 • Available: claude.ai/design

What Is Claude Design?

Launched April 2026 — still brand new

Claude Design is Anthropic's newest product. It lets you describe what you want to build — and Claude builds it. Not text. Not code. Actual visual output.

Prototypes. Slides. Landing pages. One-pagers. Animations. Interactive demos. All from a conversation.

 **The day it launched, Figma's stock dropped 7%. That's how seriously the market took it.**

Who Is It For?

Founders

Turn rough ideas into pitch decks and product mockups without hiring a designer.

Marketers

Build landing pages, social assets, and campaign visuals in minutes.

Product Managers

Sketch feature flows and wireframes, hand off to dev instantly.

SEO Consultants

Build animated service pages and client-facing decks with zero design skills.

Consultants

Create polished one-pagers and proposals that look agency-level.

Educators

Build interactive slides and visual explainers for courses and workshops.

No design skills needed. No Figma. No designer. Just describe what you want.



What Can You Actually Build?

Real outputs from real prompts

Here's what Claude Design produces — these aren't concepts, these are live outputs you can use, share, or export:

01 Realistic App Prototypes

Describe an app idea. Claude builds an interactive, clickable prototype.

- Example prompt: "Prototype a meditation app. Calming colors, clean layout, dark mode toggle."
- Output: Fully clickable, shareable prototype — no code review needed.

02 Pitch Decks & Presentations

Go from a rough outline to a full on-brand deck. Export to PowerPoint or send directly to Canva.

- Startup pitch decks, agency proposals, client presentations.
- Export: PPTX, PDF, or Canva — fully editable on arrival.

03 Landing Pages & Marketing Assets

Build landing pages, social media visuals, and campaign assets with your brand colors and tone baked in automatically.

04 Animated & Interactive Experiences

This is where it gets powerful. Claude Design supports voice, video, 3D, shaders, and built-in AI components. Build things that used to need a developer.

- Animated service pages for client sites.
- Interactive product demos.
- 3D visual explainers.

I used it to build an animation for my own service site. One prompt. Under 3 minutes. This used to take a designer and 3 days.



How To Use Claude Design

Step-by-step for first timers

01

Go to claude.ai/design

You need a Claude Pro, Max, Team, or Enterprise subscription. It's included — no extra charge.

02

Set up your brand (optional but powerful)

During onboarding, Claude reads your codebase or design files and builds your design system — colors, fonts, components. Every project after that uses them automatically.

03

Describe what you want

Type your prompt. Claude asks a few clarifying questions, then generates a first version. Be specific about the vibe, the audience, and the goal.

04

Refine it

Comment inline on specific elements. Edit text directly. Use adjustment sliders for spacing, color, and layout. Ask Claude to apply changes across the whole design.

05

Export or hand off

Export to Canva, PDF, PPTX, or HTML. Or send it to Claude Code as a handoff bundle — it turns your design into production-ready code with one instruction.

Good Starting Prompts to Try

"Prototype a mobile app for booking freelance SEO consultants. Clean UI, dark mode."

"Build a one-page service deck for my digital marketing agency. Navy and purple branding."

"Create an animated landing page for an AI writing course. Show benefits, testimonials, CTA."

"Make a pitch deck for a SaaS product that helps small businesses track invoices."



Before vs. After Claude Design

What actually changes for your workflow

	Before Claude Design	With Claude Design
App Prototype	3–5 days + designer	Under 10 minutes
Pitch Deck	Half a day in PowerPoint	2–3 prompts
Landing Page	Developer + designer	One conversation
Brand Consistency	Manual style guide checks	Auto-applied every time
Export Options	Limited	Canva, PDF, PPTX, HTML

The real shift: You stop being limited by design skills or budget. If you can describe it, Claude can build it.

Common Mistakes to Avoid

#	Mistake	Fix
1	Vague prompts like "make it nice"	Say the vibe, audience, color, and goal in your prompt
2	Skipping brand setup	Do the onboarding — brand consistency is the biggest time saver
3	Not refining the first output	First version is a starting point, not the final — comment and iterate
4	Exporting too early	Polish inside Claude Design first, then export
5	Treating it like regular Claude chat	This is a design tool. Think in outputs, not answers

Final Thought

Claude Design is one of those tools that changes who gets to build things.

Before this, visual work required either design skills, a designer on the team, or expensive tools with a steep learning curve.

Now? If you can describe it, Claude can build it. Prototype. Slide deck. Landing page. Animation. All from a conversation.

The people who learn this now will move faster than everyone else in 2026.

Don't just use AI. Build with it.

Want This Set Up For Your Business?

I help small businesses rank on Google and automate their workflows using AI + Semantic SEO.

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