Designing with AI

Choosing the right AI tools to reduce research, accelerate concepts, and streamline design







SAFEWAZE

Save time. Reduce costs. Elevate design.

The right AI tool removes busywork so more time goes into the work that matters.

01

SAVE TIME

Less research. Faster first drafts.

TIME = MONEY

02

WORK SMARTER

Fewer restarts. Clearer direction.

MORE EFFICIENCY

03

RAISE QUALITY

More time to refine and perfect.

BETTER DESIGN

AI handles the groundwork. Designers deliver the value.

The right AI for the right job

ChatGPT or Gemini



Explore options faster

Generate concepts and compare layout directions without starting from scratch

Claude



Cut research time

Organize source material and turn scattered information into usable brief

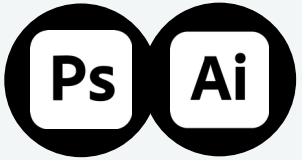
Firefly



Speed up image drafts

Assist with cleanup and product placement

Photoshop + Illustrator



Refine and deliver

Correct details, balance the design, and prepare final files

CASE STUDY 01

Demo Trailer Wrap

AI-generated inspiration reduce time spent developing initial wrap directions

Before





After

Laid the foundation. Made it our own.





1 Starting point

AI provided visual inspiration and different trailer wrap concepts.

2 Goal

The designer selected the strongest ideas and incorporated Safewaze branding

3 Obstacles

Balance visual impact, readability, and practical use in rugged conditions

4 Result

Five trailer series designs developed from a shared foundation

Five Design Variations. One Creative Vision.

Use AI tools to reduce time spent searching, experimenting, and restarting.

01
AI INSPIRATION
Establish the overall trailer structure

›

02
CREATIVE DIRECTION
Introduce Safewaze visual elements

›

03
DESIGN VARIATIONS
Explore alternate visual directions

›

04
DESIGNER REFINEMENT
Review readability and trailer fit

›

05
FINAL DIRECTION
Prepare artwork for real-world use

AI helped explore the possibilities. The designer spends more time on the best solution.

CASE STUDY 02

Boomerang Tradeshow Banner

AI accelerated the move from existing assets to a brighter, show-ready direction



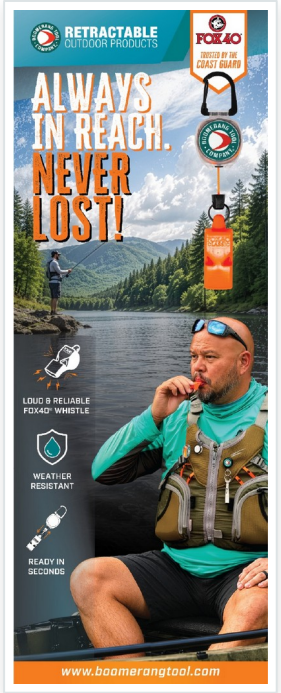
AI Concept



Designer Final

Same real assets. A refreshed banner.





1 Starting point

An AI-generated dark concepts and real photoshoot assets

2 Goal

Create a brighter, brand standards look

3 Constraint

Protect product and model accuracy and original photo details

4 Result

A show-ready banner without a new photo shoot

AI sparked the ideas. Designer brought them to life.

Each AI tool handles a specific task, allowing the designer to focus on the final creative work.

01

ChatGPT

Explore ideas

›

02

Claude

Define direction

›

03

Gemini

Refine concepts

›

04

Designer

Finalize artwork

Each tool has a job. The designer brings it all together.

CASE STUDY 03

ALBA MC 250 Sales Presentation

AI turned scattered source material into a usable first draft faster

AI Concept





Designer Final

Tight Deadline. Less research. Faster first draft.





1 Starting point

Product information spread across brochures, web pages, and technical data

2 Goal

Turn source material into a clear sales story quickly

3 Obstacles

Keep technical details accurate while organizing the content

4 Result

An AI-assisted draft refined into a focused 12-page sales presentation

Tight deadline. Smarter workflow.

AI accelerated the groundwork so the designer could focus on delivery.

01

THE CHALLENGE

Tight turnaround

Product information spread across multiple sources.

›

02

AI SAVED TIME

Claude + ChatGPT

Claude organized an initial outline. ChatGPT helped enhance product imagery.

›

03

THE CHALLENGE

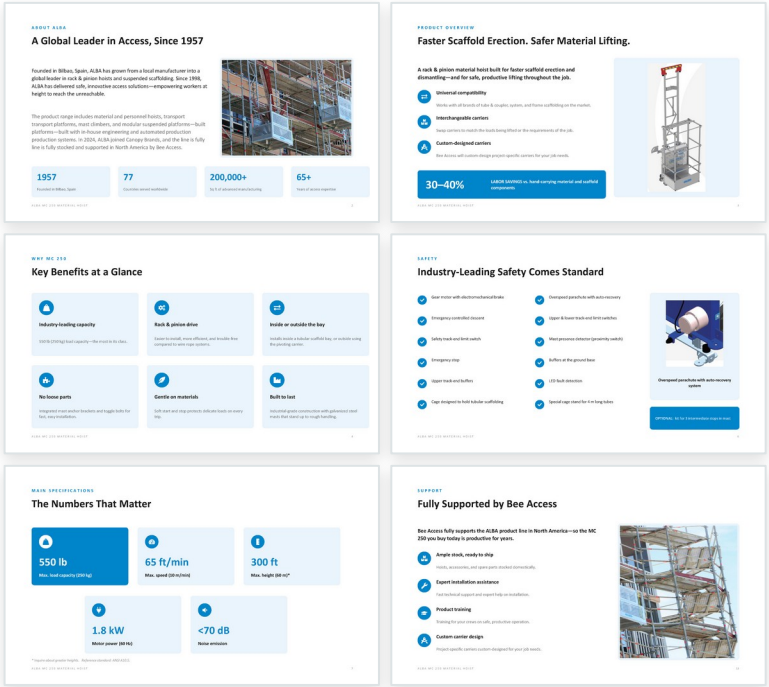
Final PowerPoint

Expanded product details, refined the story, and designed the final deck in PowerPoint.

Less time researching. More time refining. Deadline met.

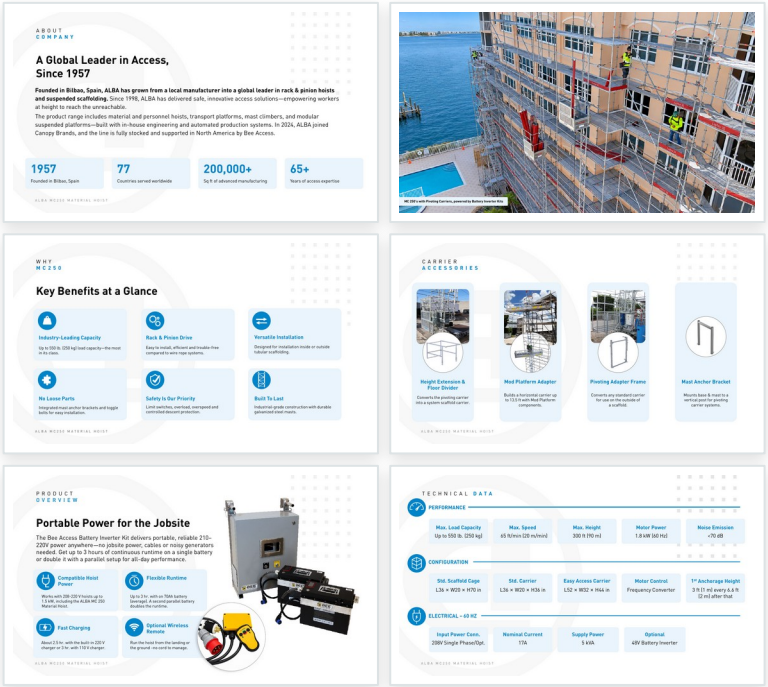
From fast first draft to focused final

AI-GENERATED REFERENCE



AI assembled source material into a 14-slide first-pass draft

FINAL DESIGN



The designer refined the strongest content and visual direction

Less busywork. More creative focus.

AI speeds up

Faster research and content organization
More concepts to compare upfront
- Faster image editing and first drafts

Designers focus on

Selecting the strongest direction
Brand and product accuracy
- Final refinement and production quality

Less time searching.
More time designing.

Choose the right AI for each task.
Refine the strongest ideas with design expertise.

SAFEWAZE