BERLIN PRODUCT DESIGNERS · BPD#46

Agents, Automation and Design Systems

Willian Magalhães · Content & Conversation Designer, Director

araraschool

Live, right now

Let’s start an agent before I say another word.



Photo: Nathan Dumlao on Unsplash



Willian Magalhães

Arara School · DEPT

Senior Content & Conversation Designer, Linguist & Teacher.
Director at Arara School.

LinkedIn
linkedin.com/in/uxwillian

About araraschool

arara.school/en

12
courses

259
video lessons

78 h
of original content

EN
now going global

Conversation design
The flagship: 26 h, 10 modules

UX writing
Microcopy, guides and specs

Voice design
Voice interfaces, end to end

AI and prompting
ChatGPT for UX writers

Localization
Digital products, any language

Accessibility
Plain language and inclusion

Metrics
KPIs for chatbots and AI

Design sprints
Prototype, test, iterate

Information architecture
Flows and structure

Sound design
How a product sounds

Why me?

I’m not a Product Designer.

So why am I talking design systems to you?



Photo: Osama Madlom on Unsplash


Product designers aren’t the only ones doing UI any more.
Is it happening? Yes.
Is it ideal? No.
Photo: Karim Manjra on Unsplash

How I got here

How a content designer ended up designing UI.

Feb 2025

markup ai

I joined as a Content Designer.

Mar 2025

Layoff

A month in, the first round.

Jul 2025

Layoff, again

Every designer gone. I was the last one left in UX.

Jul 2025

Lovable

So I designed with AI.

Today

Conversation Designer

...who also builds UI inside the chat.



Act 1

Agents

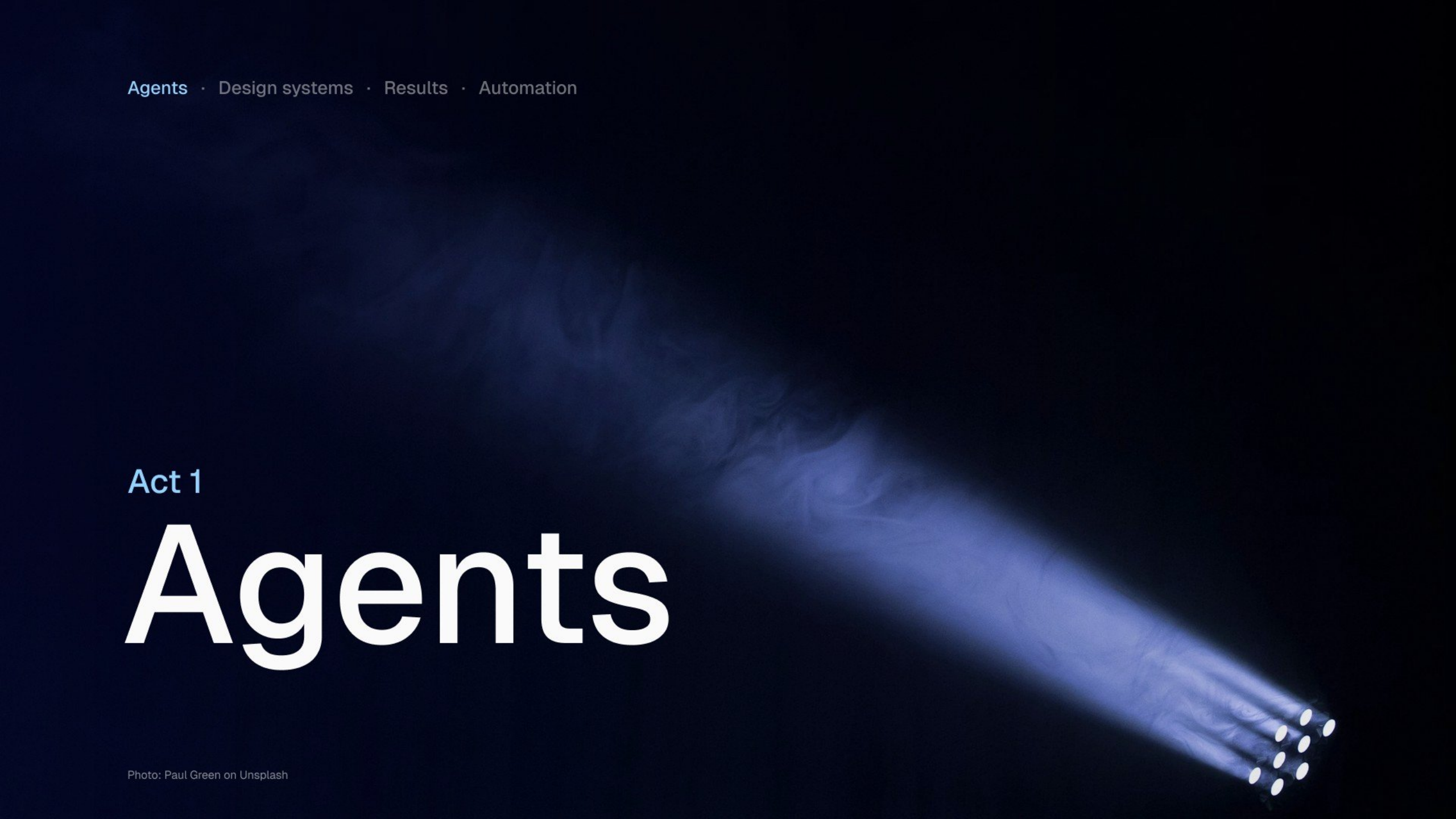


Photo: Paul Green on Unsplash

What I thought agents were...

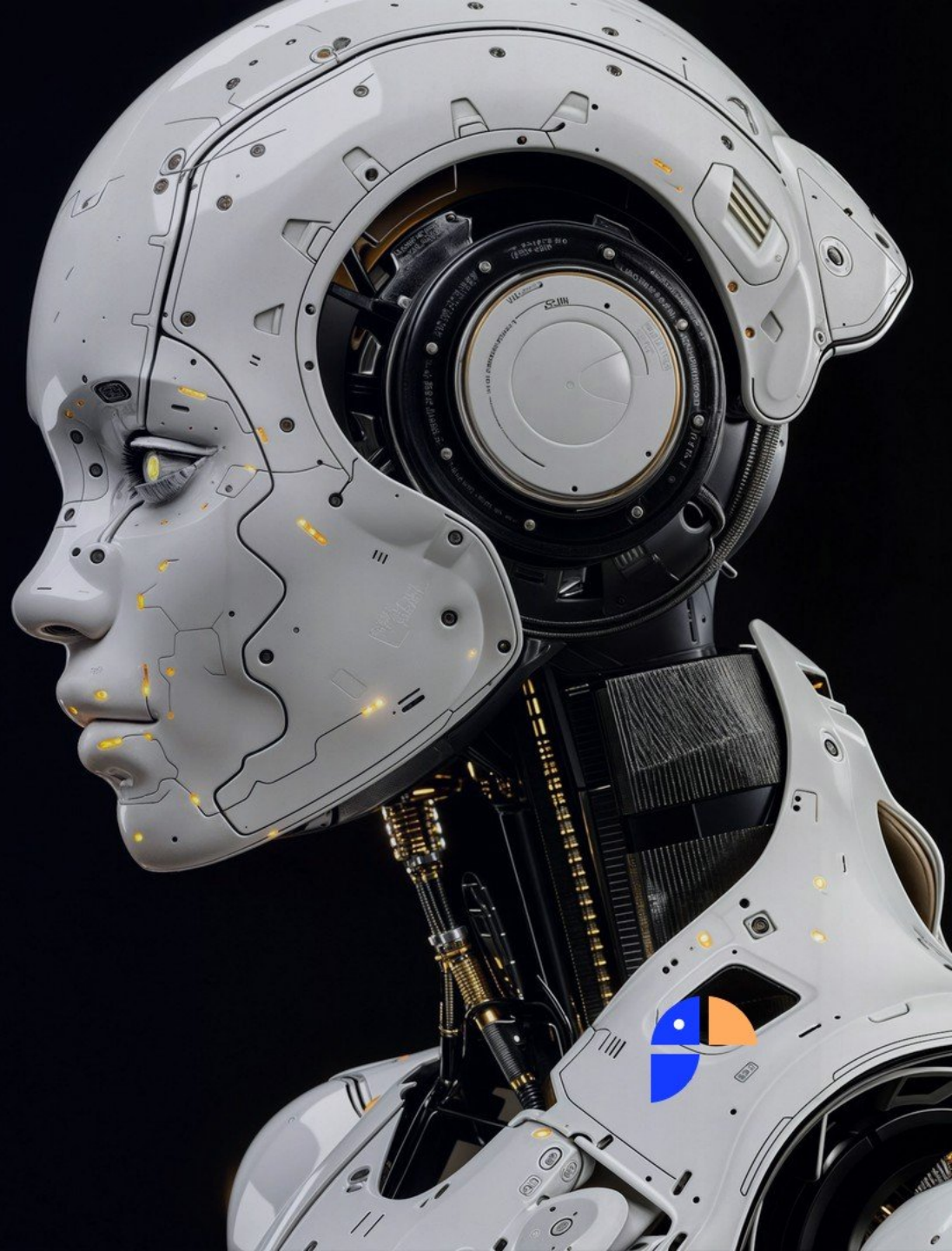


Photo: Gabriele Malaspina on Unsplash

What I thought an agent was

Something awake and listening, that works without me.

So typing a prompt into a chat wasn't agentic. Or so I thought.



What Anthropic says

“Agents begin their work with either a command from, or interactive discussion with, the human user. Once the task is clear, agents plan and operate independently…”

Anthropic, “Building effective agents”, December 2024



What I mean by agent

Two questions: who starts it, and what you do?

	WHO STARTS IT?	WHAT DO YOU DO WHILE IT WORKS?
A chat with Claude	You, with a prompt	Steer every reply
Claude Code	You, with a prompt	Approve the risky steps
Tonight's agent	A message on Telegram	Approve the result
Fully on its own	An event or a schedule	Nothing. Not tonight.



What I mean by agent

Tonight: an event starts it, and I only approve.

	WHO STARTS IT?	WHAT DO YOU DO WHILE IT WORKS?
A chat with Claude	You, with a prompt	Steer every reply
Claude Code	You, with a prompt	Approve the risky steps
Tonight's agent	A message on Telegram	Approve the result
Fully on its own	An event or a schedule	Nothing. Not tonight.

The AI does more on its own ↓





Act 2

Design Systems

Photo: Ryan Quintal on Unsplash



The question I started with

Does AI design better from code or from Figma?

Photo: Cody Moore on Unsplash

I've done some research · 1 of 3

Real parts beat rules in a prompt.

95%

of the output followed the design system

WHAT IT IS

A peer-reviewed study: Cha et al., CHI 2026.

WHAT THEY DID

AI agents built six real UIs. They got the design system in three ways: the whole style guide in the prompt, only the relevant parts, or a library of ready-made components to assemble.

RESULT

The component library won: 95% of the output followed the design system.

CAVEAT

No Figma involved, and only the paper's summary is public.

Cha, Jo, Shin & Seo, “Design System-Compliant User Interface Generation with LLM Agents”, CHI 2026 Extended Abstracts

Photo: Louis Reed on Unsplash

I've done some research · 2 of 3

Figma or code: no winner on its own.

Tie

Figma against an HTML canvas

WHAT IT IS

A test by Braintrust, a company that sells AI-testing tools. July 2026, not peer-reviewed.

WHAT THEY DID

Claude rebuilt the same screens twice: once designing in Figma, through the Figma MCP, and once on an HTML canvas.

RESULT

Simple pages: a tie. Complex pages leaned to HTML, but the gap could be chance.

CAVEAT

Neither side had a design system, and it copied screenshots instead of designing.



Jess Wang, “Paper MCP vs Figma MCP for frontend agents”, Braintrust, July 2026

Photo: Louis Reed on Unsplash

Docs alone aren't enough.

44/100

the best model, picking component settings

WHAT IT IS

A benchmark of eight 2026 AI models: TaoD2C-Bench, October 2026, a preprint.

WHAT THEY DID

Each model got a design and the component library's documentation, and had to build it with the right components and settings.

RESULT

The best model scored 44 out of 100 at choosing the right settings.

CAVEAT

The designs came from MasterGo, a different design tool, not Figma.

Shi et al., "TaoD2C-Bench: Benchmarking MLLMs for Industrial UI Code Generation", arXiv, October 2026

Photo: Louis Reed on Unsplash

What the research says

Nobody tested my question. So I did.

95%	Real parts beat rules in a prompt.
Tie	Figma or code: no winner on its own.
44/100	Docs alone aren't enough.

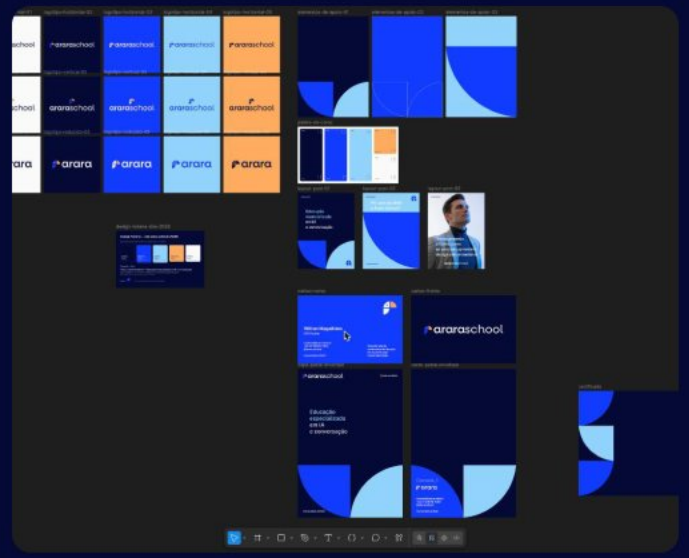
My experiment was to give an AI the same design system as a Figma file and as code.
That's my experiment.



Photo: Louis Reed on Unsplash

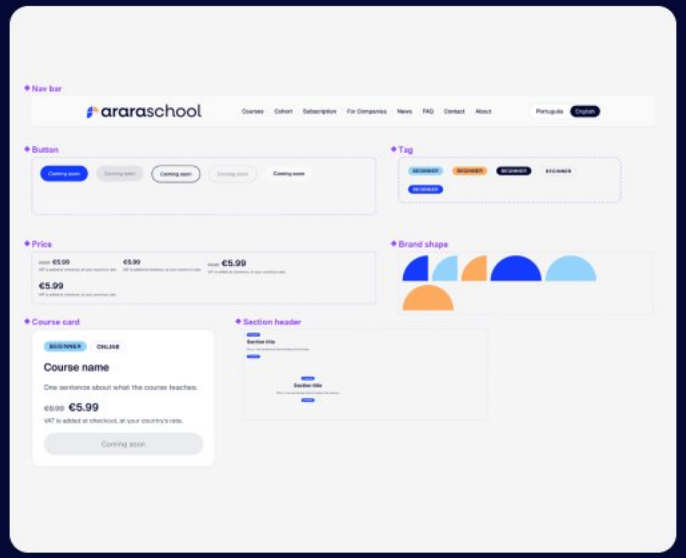
So I tried it myself

Three sources of truth.



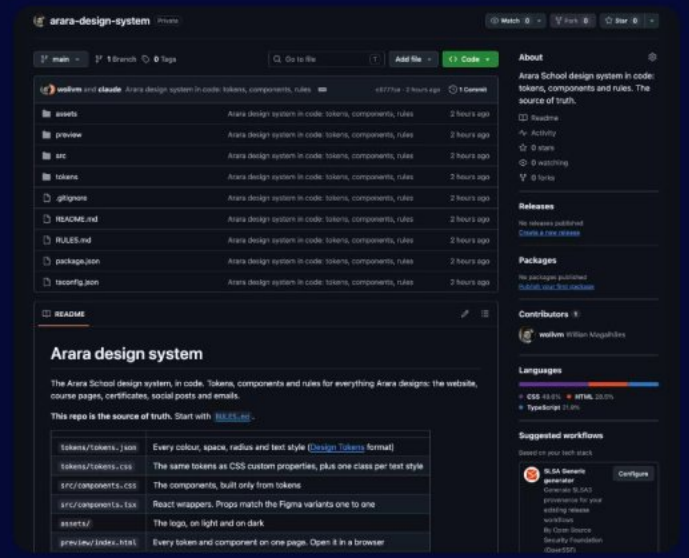
A Brand file

My Figma brand page.



B Design system

The Figma library I built from it.



C Code repo

The same system as code, on GitHub.

Same work for all three

Five real pieces. A fresh agent every time.

01
Website
Arara's Black Friday page: 14 courses, €9.99 → €5.99.

Desktop page · 1440 wide

02
Course page
Conversational Design: 26 hours, 10 modules.

Desktop page · 1440 wide

03
Certificate
UX Writing and Conversational Content, for a student.

A4 landscape

04
Social post
“Arara School, now in English.”

1080 × 1350

05
Email
A new course: ChatGPT for UX Writers.

600 wide

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5 briefs × 3 sources = 15 runs.





SOURCE A

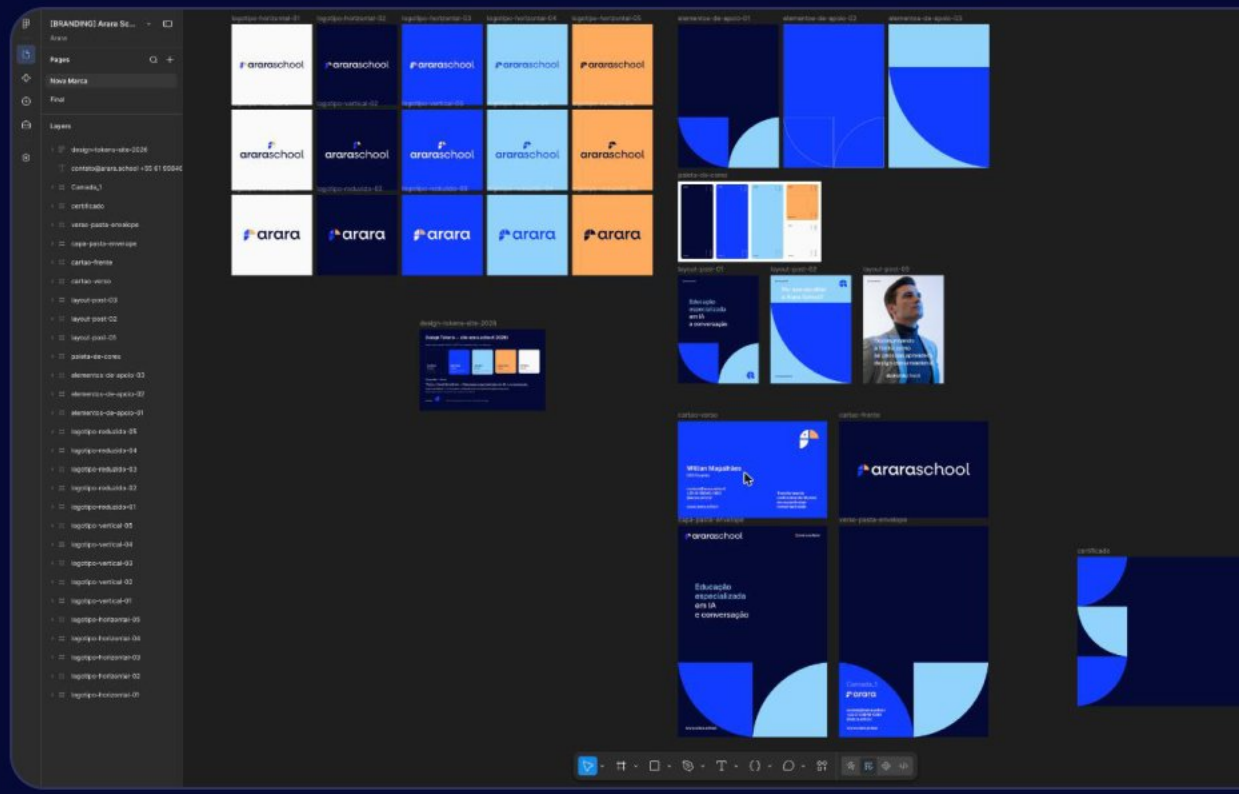
The brand file

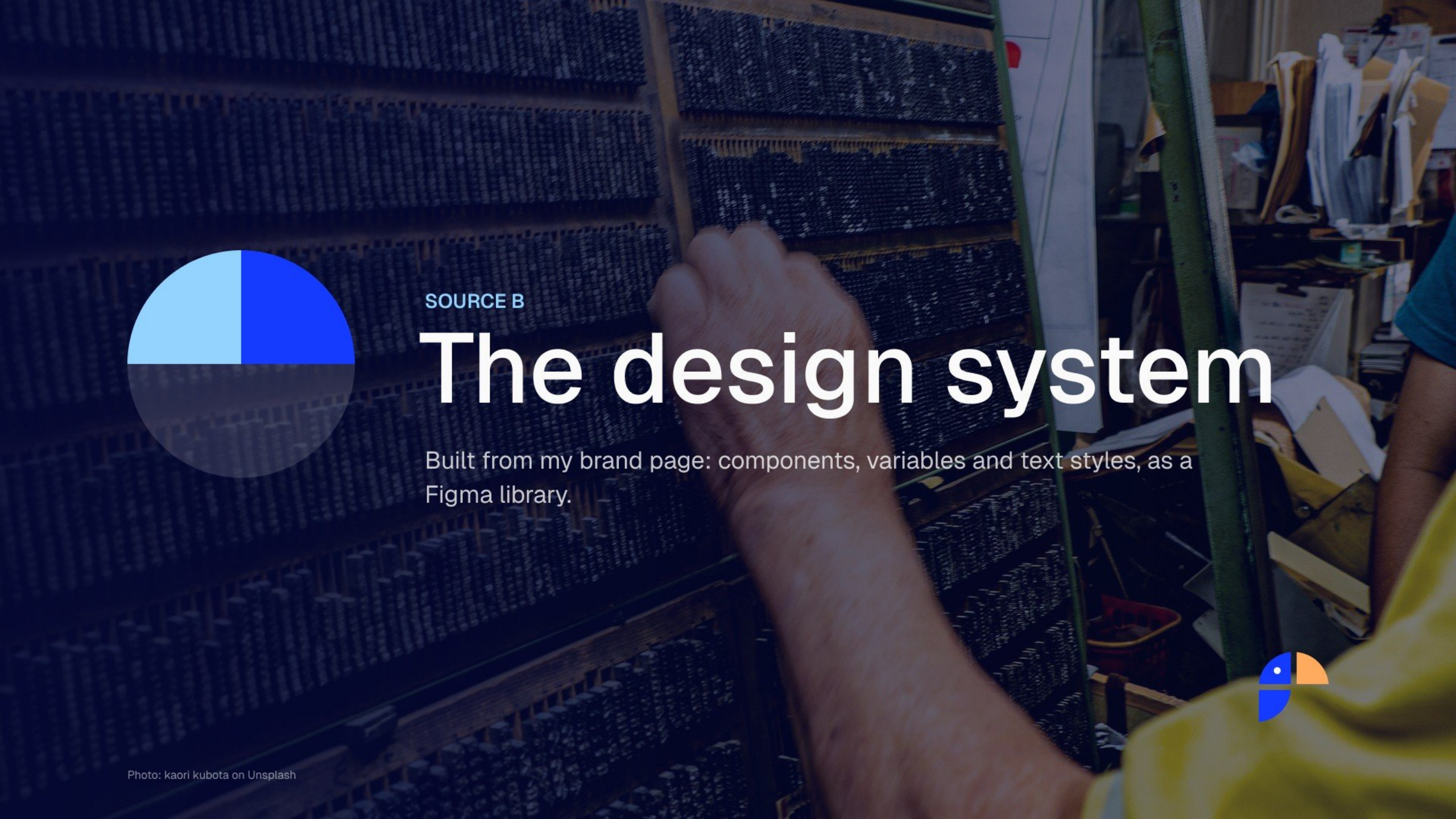
My Figma brand page. Colours, logo, type. No components, no text styles.

Photo: Mika Baumeister on Unsplash

My real brand file.
Colours, logo, type.
Nothing else.

5 colours, the Geist typeface, the logo and quarter-circle shapes.
No components and no text styles, like most brand files.





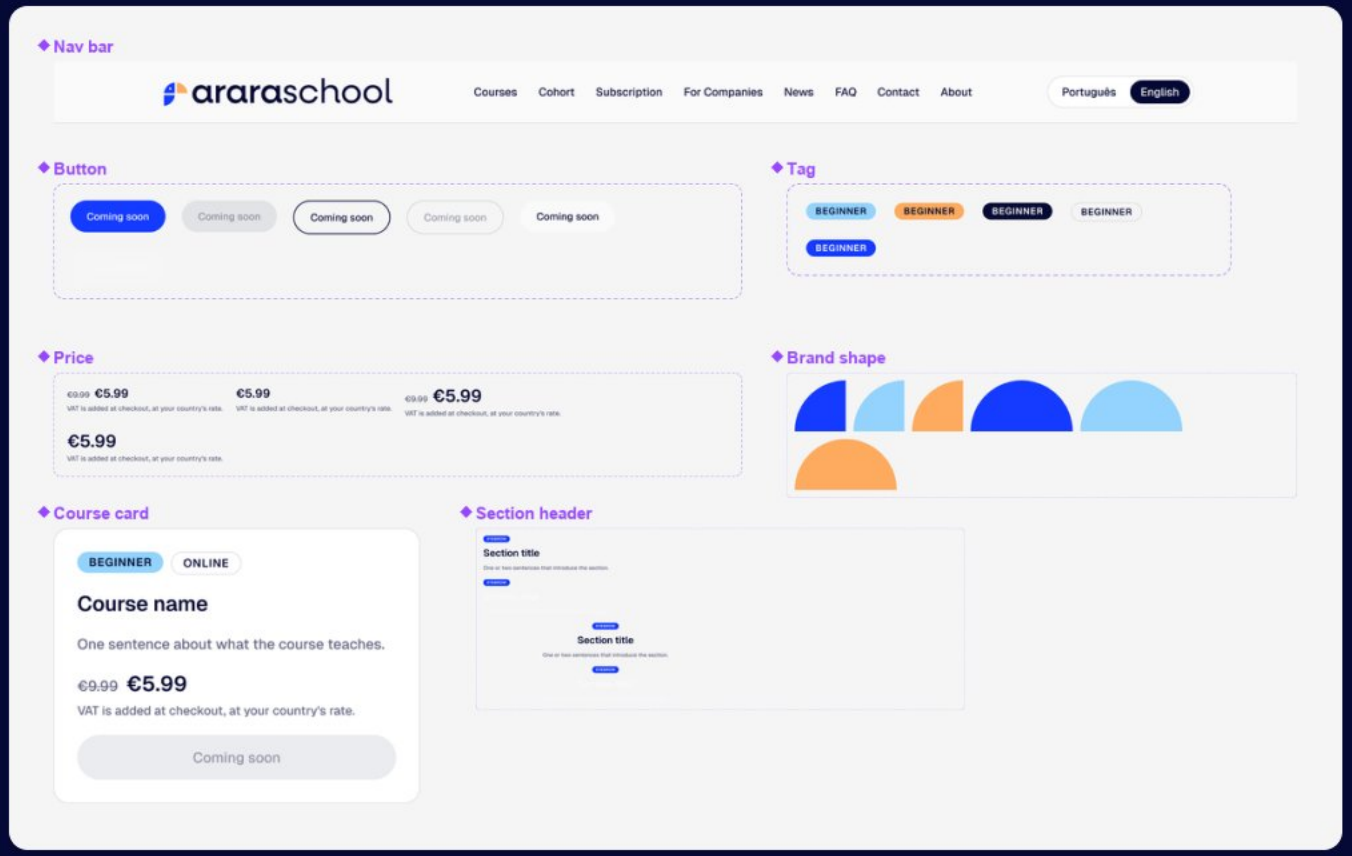
SOURCE B

The design system

Built from my brand page: components, variables and text styles, as a Figma library.

Photo: kaori kubota on Unsplash

I built it from my brand page.



Course card

PROPERTIES

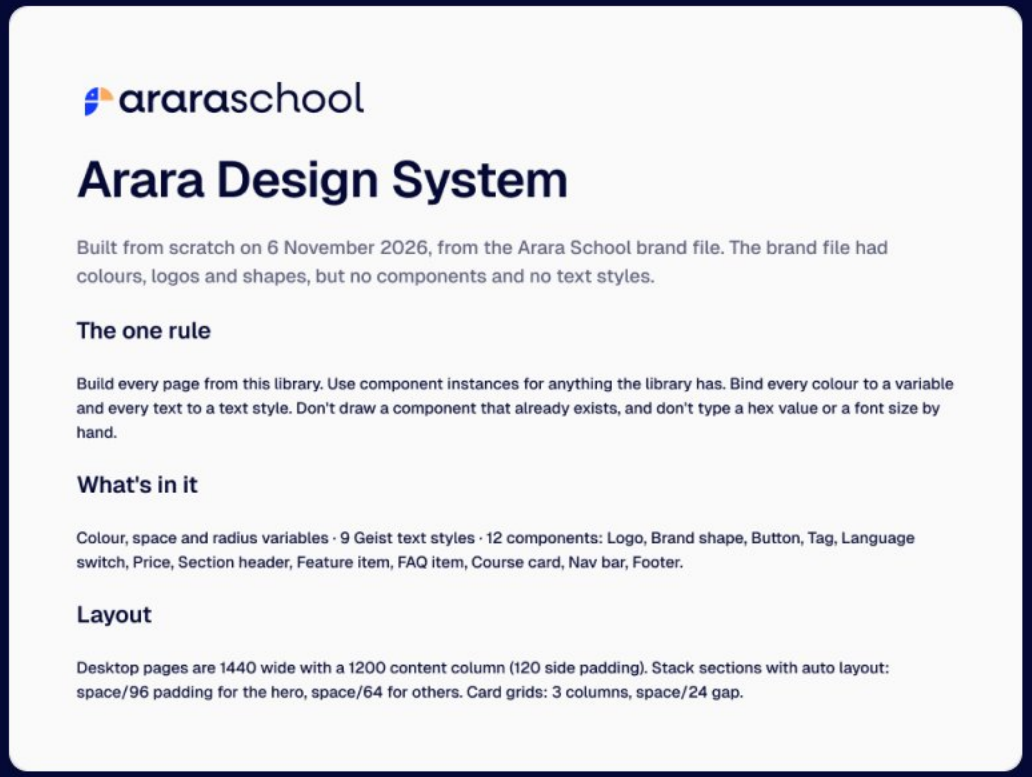
Name	Text
Description	Text
Level	Tag · Beginner / Intermediate / Advanced
Format	Tag
Price	Price · Size M, Discount Yes
Button	Primary · Disabled · “Coming soon”

12 components

38 variables

9 text styles

Every design system ships docs.



araraschool

Arara Design System

Built from scratch on 6 November 2026, from the Arara School brand file. The brand file had colours, logos and shapes, but no components and no text styles.

The one rule

Build every page from this library. Use component instances for anything the library has. Bind every colour to a variable and every text to a text style. Don't draw a component that already exists, and don't type a hex value or a font size by hand.

What's in it

Colour, space and radius variables · 9 Geist text styles · 12 components: Logo, Brand shape, Button, Tag, Language switch, Price, Section header, Feature item, FAQ item, Course card, Nav bar, Footer.

Layout

Desktop pages are 1440 wide with a 1200 content column (120 side padding). Stack sections with auto layout: space/96 padding for the hero, space/64 for others. Card grids: 3 columns, space/24 gap.

Which colour for what

bg/accent for one band per page, text/muted for notes…

How pages are laid out

1440 wide, a 1200 column, a 3-column card grid.

How to find each part

The import key of every component, variable and style.

Written by Claude from the system, reviewed by me. In Figma, the docs live on the library's Read me page and in each component's description.

In the code repo, they're RULES.md.



SOURCE C

The code repo

The same design system, turned into code by Claude, in a private GitHub repo.

Photo: Arnold Francisca on Unsplash

C · The code repo

From Figma to GitHub.

1 → 2 → 3 → 4

Read the library

A read-only script exported every variable, text style and component, with its exact values.

Write the tokens

tokens.json and tokens.css: 38 colours, spaces and radii, and 9 text styles.

Write the components

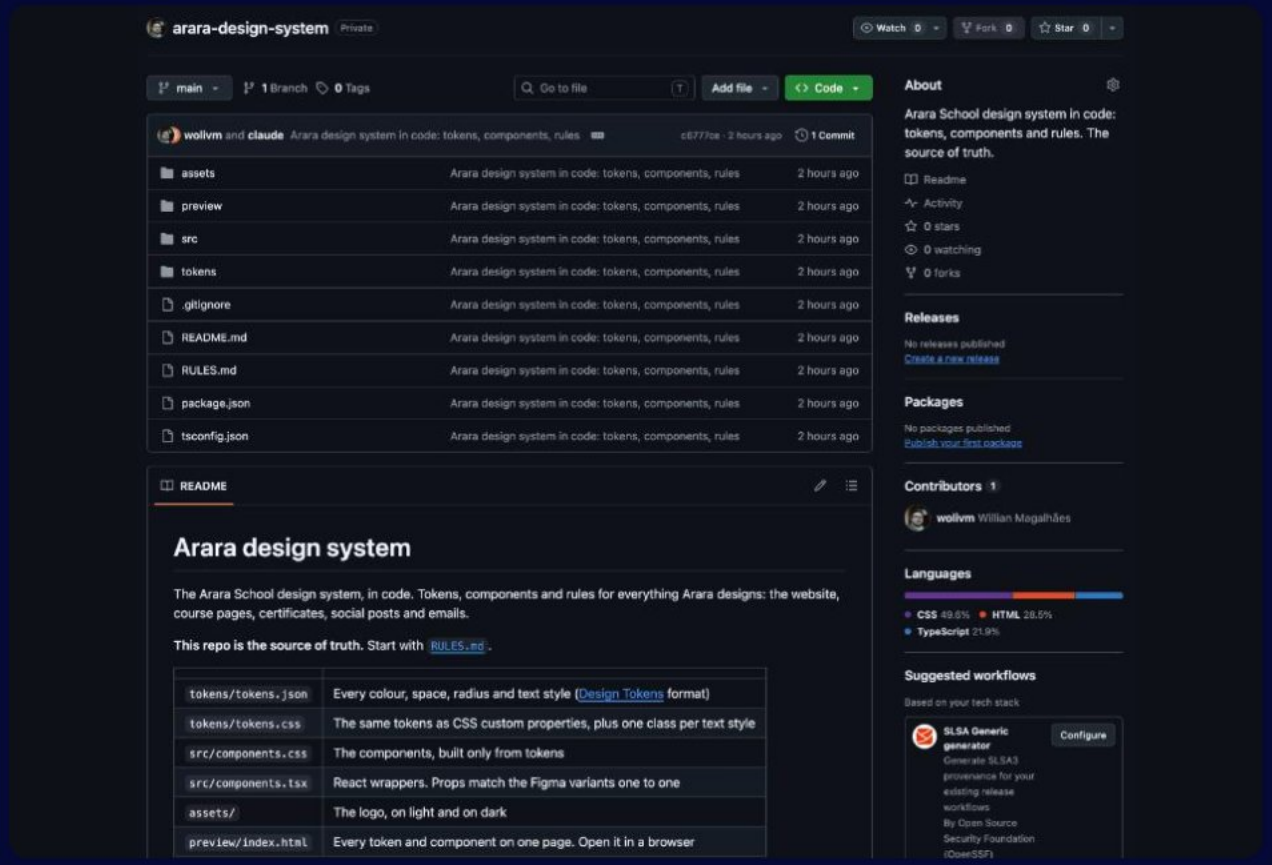
components.css and React: the 12 components, built only from those tokens.

Push a private repo

gh repo create --private. RULES.md says: this repo is the source of truth.



The repo is the source of truth.



"This repo is the source of truth for how Arara School looks. If a design, a page or a file disagrees with this repo, the repo wins."

RULES.md, line 1

github.com/wolivm/arara-design-system · private

Act 3

Results

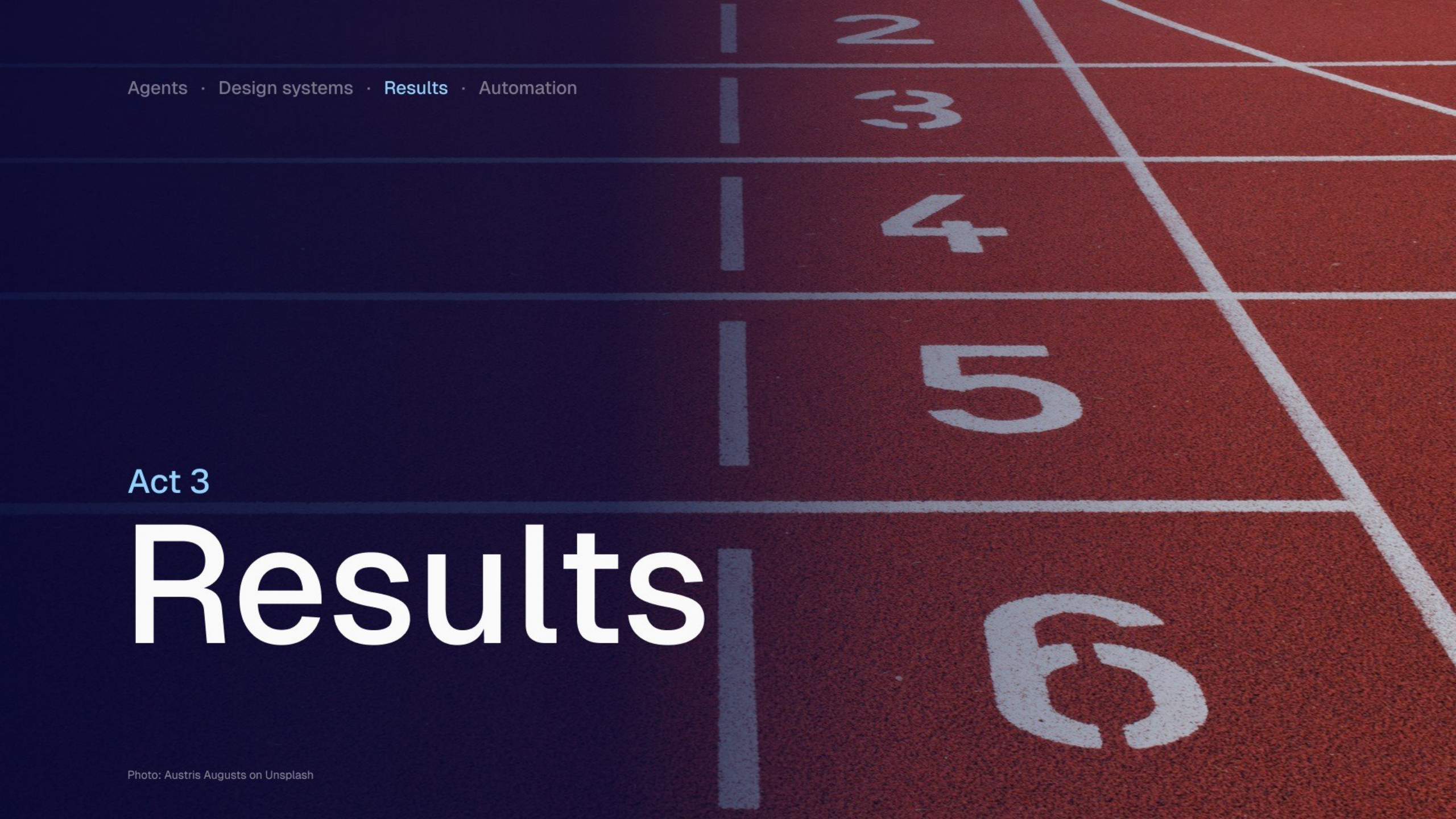


Photo: Austris Augusts on Unsplash

Did it stay true to my brand file?

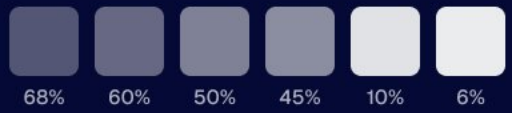
✓ The typeface: Geist, every time.

Every text layer in all five pieces.

Aa

! The colours: right hues, invented tints.

One page used navy at six opacities. Two pieces added a colour I don't have.





#9FB4F2 · not an Arara colour

! The type sizes: it made its own.

My brand file has no type scale, so it guessed: 17 sizes on no scale across five pieces.

10 · 11 · 14 · 16 · 17 · 19 · 20 · 26 · 30 · 34 · 36 · 38 · 40 · 44 · 62 · 78 · 124

Against the design system I later built from the same file, 59% of its values match.

Results

Same briefs. Very different builds.

	A Brand file	B Design system	C Code repo
Values on the system median of 5	59%	100%	100%
Library components share of layers	0 · made its own	66–99%	0 · rebuilt them
Brief met	5 of 5	5 of 5	5 of 5
Time per piece median	7.1 min	8.4 min	9.6 min



Results

What went right. What went wrong.

A Brand file

WENT RIGHT

+ Fastest: 7 minutes.
+ Some pieces look striking.

WENT WRONG

– Guessed the values: 59%.
– Invented its own system.

B Design system

WENT RIGHT

+ Every value on the system.
+ Real library parts.
+ Ready for handoff.

WENT WRONG

– Fewer parts where none fit: 66%.
– Some layouts are plain.

C Code repo

WENT RIGHT

+ Every value on the system.
+ No Figma library needed.
+ The code is what ships.

WENT WRONG

– Rebuilds the system each run.
– Slowest: 10 minutes.
– No shared components.



It even invented its own design system.

ITS OWN TYPE SCALE

Display/XL	72 px
Heading/H2	44 px
Heading/H3	28 px
Heading/H4	20 px
Body/Large	20 px
Body/Base	16 px
Price/New	40 px

+ 6 more. Mine: 64 · 48 · 32 · 22.

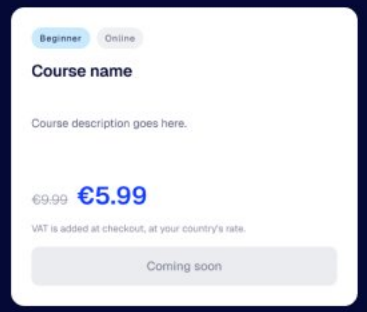
First round, run A2: 13 text styles it created

ITS OWN COLOURS

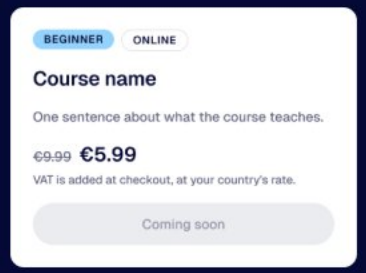
- cor/navy
- cor/blue
- cor/sky
- cor/amber
- cor/offwhite
- cor/periwinkle

Periwinkle isn't an Arara colour.

First round, run A3: 6 colour variables it created



Its Course card



The library's

araraschool

Its Logo: a copy

araraschool

The real one

Looks the same. But it's a copy:
update your logo and this one won't change.

Looks right isn't built right.

01
Website

Desktop page · 1440 wide

The full brief: 726 words.
Same prompt for all three sources.

THE PROMPT

You are designing for Arara School, working on your own. Nobody will answer questions; make reasonable decisions and finish.

+ the source of truth: the brand file, the design system or the code repo

THE JOB

A desktop landing page, in English, for Arara School's Black Friday offer.

THE OFFER

40% off every course and the Subscription: €9.99 → €5.99. Nothing can be bought yet, so every button is disabled: “Coming soon”. A VAT note under every price.

SECTIONS, IN ORDER

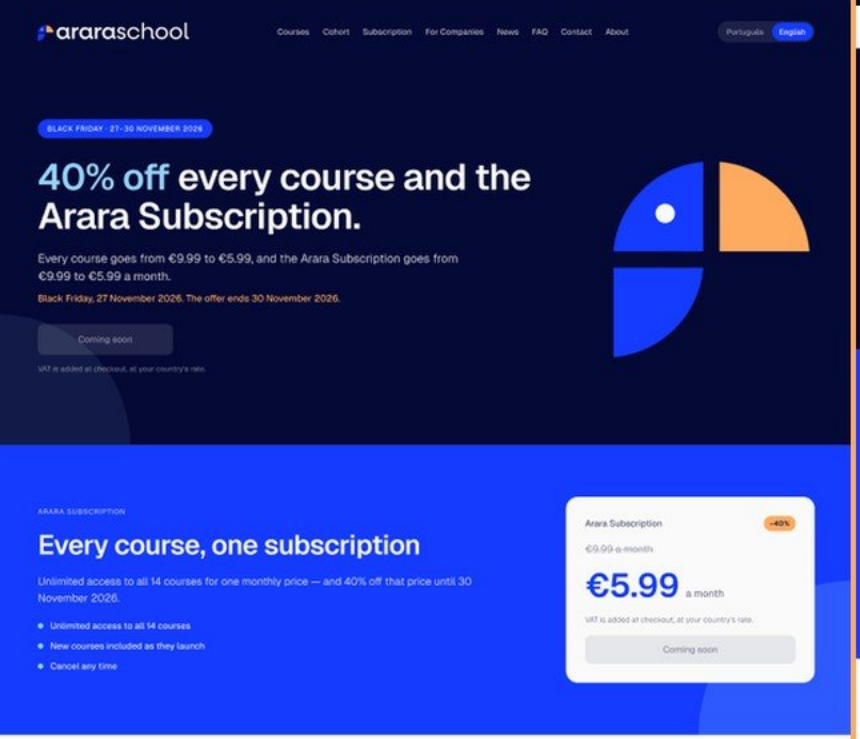
Header · Hero · Subscription · all 14 courses · How the offer works · FAQ · Footer

ALSO

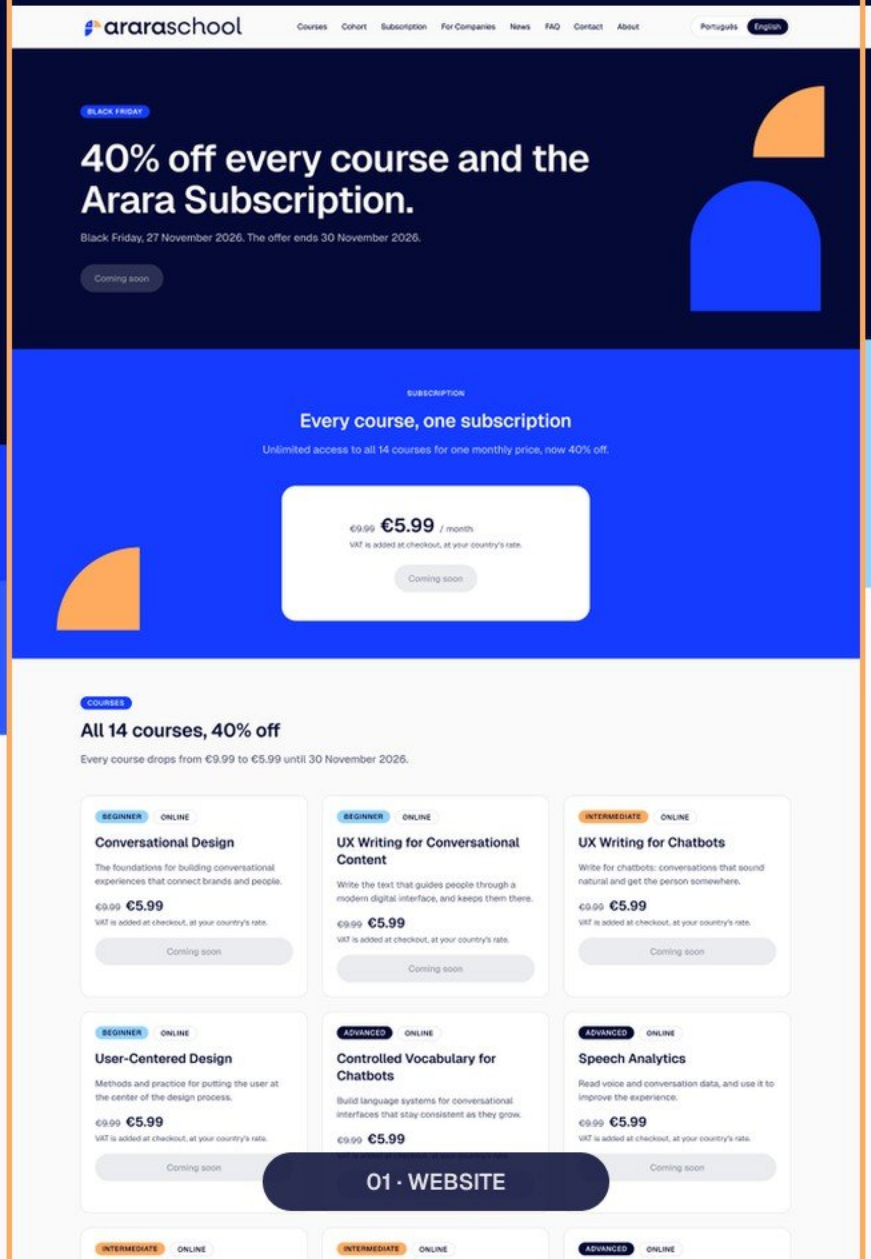
All 14 courses with level, format and description, word for word from arara.school.

Rules: brand material only · no photos or new images · build it in Figma

BRAND FILE

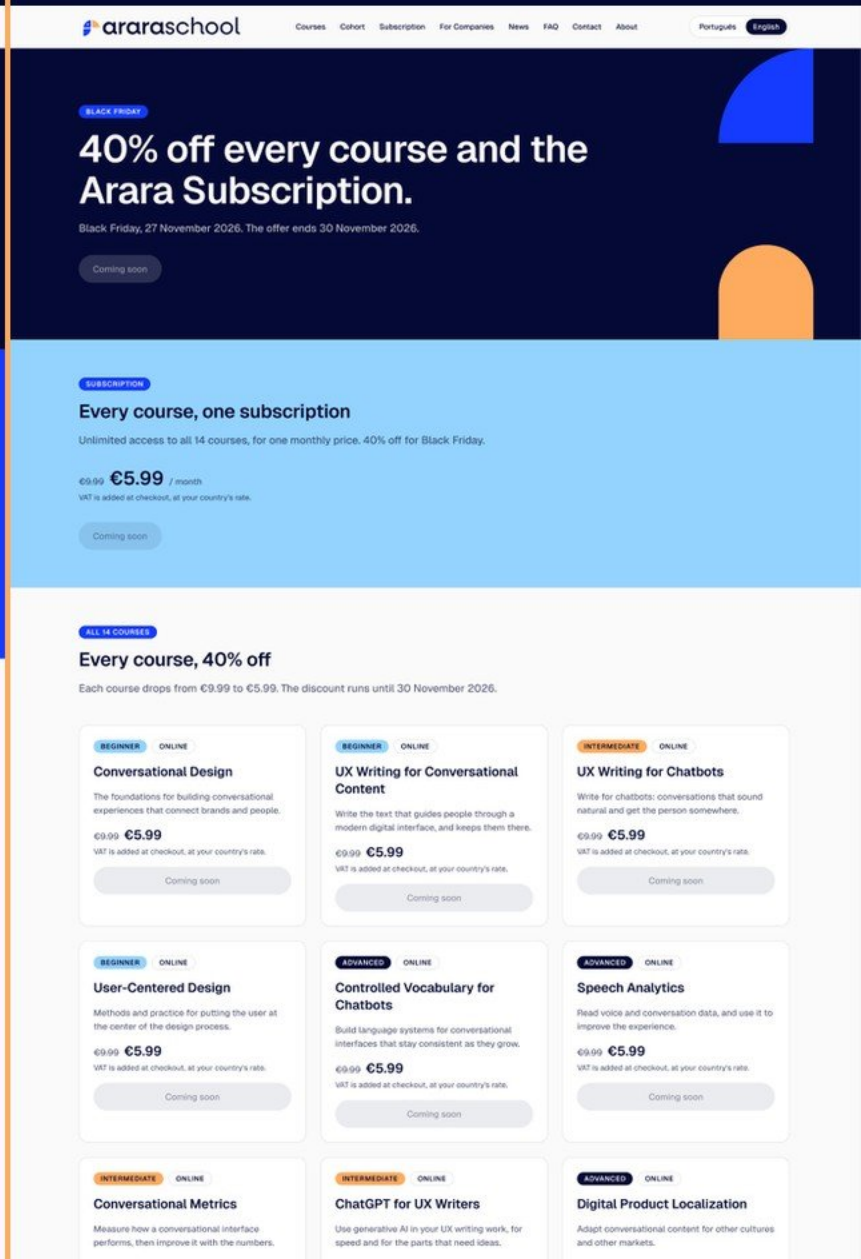


DESIGN SYSTEM



01 · WEBSITE

CODE REPO



02

Course page

Desktop page · 1440 wide

The full brief: 336 words.
Same prompt for all three sources.

THE PROMPT

You are designing for Arara School, working on your own. Nobody will answer questions; make reasonable decisions and finish.

+ the source of truth: the brand file, the design system or the code repo

THE JOB

A desktop landing page, in English, for the flagship course.

THE COURSE

Conversational Design · Beginner · Online · 26 hours, 10 modules · €9.99, with a disabled “Coming soon” button.

SECTIONS, IN ORDER

Header · Hero · the 10 modules, by name · What's included · Who it's for · FAQ · Footer

Rules: brand material only · no photos or new images · build it in Figma

BRAND FILE

araraschool Courses Cohort Subscription For Companies News FAQ Contact About Português / English

Beginner Online

Conversational Design

The foundations for building conversational experiences that connect brands and people.

26 hours · 10 modules

€9.99

VAT is added at checkout, at your country's rate.

Coming soon

The English version is still being localized.

What you'll learn

Ten modules, 26 hours — from reading the conversational market to running a full design sprint.

01 The conversational market
02 Fundamentals
03 Communication
04 Information architecture
05 Content and UX writing
06 AI and curation
07 Prototyping
08 Usability
09 Sound design
10 A conversational design sprint

What's included

Everything you need to follow the course, and to keep practising once it ends.

Video lessons

Ten modules of recorded video lessons, watched at your own pace, in any order

Lesson slides

The full slide deck for every one of the ten modules, yours to download and

Exercises and templates

Exercises with worked answers so you can check yourself, plus the templates

DESIGN SYSTEM

araraschool Courses Cohort Subscription For Companies News FAQ Contact About Português English

BEGINNER ONLINE

Conversational Design

The foundations for building conversational experiences that connect brands and people.

26 hours · 10 modules

€9.99

VAT is added at checkout, at your country's rate.

Coming soon

The English version is still being localized.

PROGRAMME

What you'll learn

Ten modules, followed in order, from the market as it is today to a full conversational design sprint.

01 The conversational market
02 Fundamentals
03 Communication
04 Information architecture
05 Content and UX writing
06 AI and curation
07 Prototyping
08 Usability
09 Sound design
10 A conversational design sprint

INCLUDED

What's included

Everything you need to follow the course and to keep practising once it is over.

Video lessons

26 hours of video across the ten modules, watched at your own pace.

Lesson slides

The slides for every module, to download and keep for reference.

Exercises and templates

Exercises with worked answers, plus templates you can reuse at work.

AUDIENCE

Who it's for

Three kinds of people get the most out of this course.

Designers

Designers moving into chat and voice for the first time.

UX writers

Writers who want to design the whole conversation, not only the words.

Product people

Product people who work with chatbots or AI assistants.

02 · COURSE PAGE

CODE REPO

araraschool Courses Cohort Subscription For Companies News FAQ Contact About Português English

BEGINNER ONLINE

Conversational Design

The foundations for building conversational experiences that connect brands and people.

26 HOURS · 10 MODULES

€9.99

VAT is added at checkout, at your country's rate.

Coming soon

SYLLABUS

What you'll learn

Ten modules, in the order you'll take them.

01 The conversational market
02 Fundamentals
03 Communication
04 Information architecture
05 Content and UX writing
06 AI and curation
07 Prototyping
08 Usability
09 Sound design
10 A conversational design sprint

INCLUDED

What's included

Everything you need to follow the course at your own pace.

Video lessons

Original video lessons for all ten modules, ready when you are.

Lesson slides

The slides for every module, to follow along and to keep.

Exercises and templates

Exercises with worked answers, plus templates you can reuse.

AUDIENCE

Who it's for

Three kinds of people get the most out of this course.

03 Certificate

A4 landscape · 1123 × 794

The full brief: 220 words.
Same prompt for all three sources.

THE PROMPT

You are designing for Arara School, working on your own. Nobody will answer questions; make reasonable decisions and finish.

+ the source of truth: the brand file, the design system or the code repo

THE JOB

A certificate of completion, in English. It's printed as a PDF and shared on LinkedIn, so it must work big and small.

EXACT TEXT

Maria Oliveira · UX Writing and Conversational Content · 23.5 hours · 10 modules · Completed on 12 November 2026 · signed Willian Magalhães · AR-2026-0147

MUST HAVE

The logo, a signature line, and the student and course names read first.

Rules: brand material only · no photos or new images · build it in Figma

BRAND FILE

araraschool

CERTIFICATE OF COMPLETION

This certifies that

Maria Oliveira

has completed the course

UX Writing and Conversational Content

23.5 HOURS · 10 MODULES

Completed on 12 November 2026

CERTIFICATE ID
AR-2026-0147

Willian Magalhães
ARARA SCHOOL

DESIGN SYSTEM

araraschool

Certificate of completion

This certifies that

Maria Oliveira

has completed the course

UX Writing and Conversational Content

23.5 hours · 10 modules

Completed on 12 November 2026
Certificate ID: AR-2026-0147

Willian Magalhães
Arara School

CODE REPO



04
Social post

1080 × 1350

The full brief: 208 words.
Same prompt for all three sources.

THE PROMPT

You are designing for Arara School, working on your own. Nobody will answer questions; make reasonable decisions and finish.

+ the source of truth: the brand file, the design system or the code repo

THE JOB

One post for Instagram and LinkedIn. Seen in a feed, on a phone, for about a second.

EXACT TEXT

“New” · Arara School, now in English · 12 courses · 259 video lessons · 78 h of original content · arara.school/en

MUST HAVE

The logo, a headline readable at phone size, and no buttons.

Rules: brand material only · no photos or new images · build it in Figma

BRAND FILE

araraschool

• New

Arara School, now in English

Conversational design, UX writing and content design, from the school that teaches only that. Module by module.

12	259	78 h
courses	video lessons	of original content

arara.school/en

DESIGN SYSTEM

araraschool

NEW

Arara School, now in English

Conversational design, UX writing and content design, from the school that teaches only that. Module by module.

12	259	78 h
courses	video lessons	of original content

arara.school/en

04 · SOCIAL POST

CODE REPO

araraschool

NEW

Arara School, now in English

Conversational design, UX writing and content design, from the school that teaches only that. Module by module.

12	259	78 h
courses	video lessons	of original content

arara.school/en

05
Email

One column · 600 wide

The full brief: 261 words.
Same prompt for all three sources.

THE PROMPT

You are designing for Arara School, working on your own. Nobody will answer questions; make reasonable decisions and finish.

+ the source of truth: the brand file, the design system or the code repo

THE JOB

A marketing email, in English, for students on Arara School's list.

THE CONTENT

Subject “New: ChatGPT for UX Writers” · Intermediate · Online · 5.4 hours · 4 things you'll learn · €9.99 · one button, “See the course”

SECTIONS, IN ORDER

Logo · Hero · What you'll learn · Price · Button · Footer with unsubscribe

Rules: brand material only · no photos or new images · build it in Figma

BRAND FILE

araraschool

New course

ChatGPT for UX Writers

Use generative AI in your UX writing work, for speed and for the parts that need ideas.

Intermediate · Online · 5.4 hours

What you'll learn

- Prompt engineering for UX research
- Writing and testing microcopy with AI
- Drafting emails and web content
- Where AI helps, and where you still need to write it yourself

€9.99

DESIGN SYSTEM

araraschool

NEW COURSE

ChatGPT for UX Writers

Use generative AI in your UX writing work, for speed and for the parts that need ideas.

Intermediate · Online · 5.4 hours

What you'll learn

Prompt engineering for UX research

Write prompts that return usable research input, not noise.

Writing and testing microcopy with AI

Generate options quickly, then test them against real user tasks.

05 · EMAIL

Drafting emails and web content

CODE REPO

araraschool

NEW COURSE

ChatGPT for UX Writers

Use generative AI in your UX writing work, for speed and for the parts that need ideas.

INTERMEDIATE ONLINE 5.4 HOURS

What you'll learn

Prompt engineering for UX research

Writing and testing microcopy with AI

Drafting emails and web content



So, what did I learn?

Conclusion

Photo: Gilberto Parada on Unsplash

So, code or Figma?

Both work, if they hold a real system.

A Brand file

WHAT IT GAVE THE AGENT

5 colours and a logo.

No type scale, no spacing.

No parts, no rules.

59%

of values on the system

B Design system

WHAT IT GAVE THE AGENT

38 variables, 9 text styles.

12 ready-made components.

A Read me with the rules.

100%

of values on the system

C Code repo

WHAT IT GAVE THE AGENT

The same tokens, as code.

The same 12 components.

RULES.md.

100%

of values on the system

A real system: named values, ready-made parts, written rules.



Photo: Amsterdam City Archives on Unsplash

Said out loud

A demonstration, not proof.

Small

15 runs: one per piece and source, one model.

Enough to show a pattern, not to publish a paper.

Same author

Claude built both the design system and the repo, from my brand file.

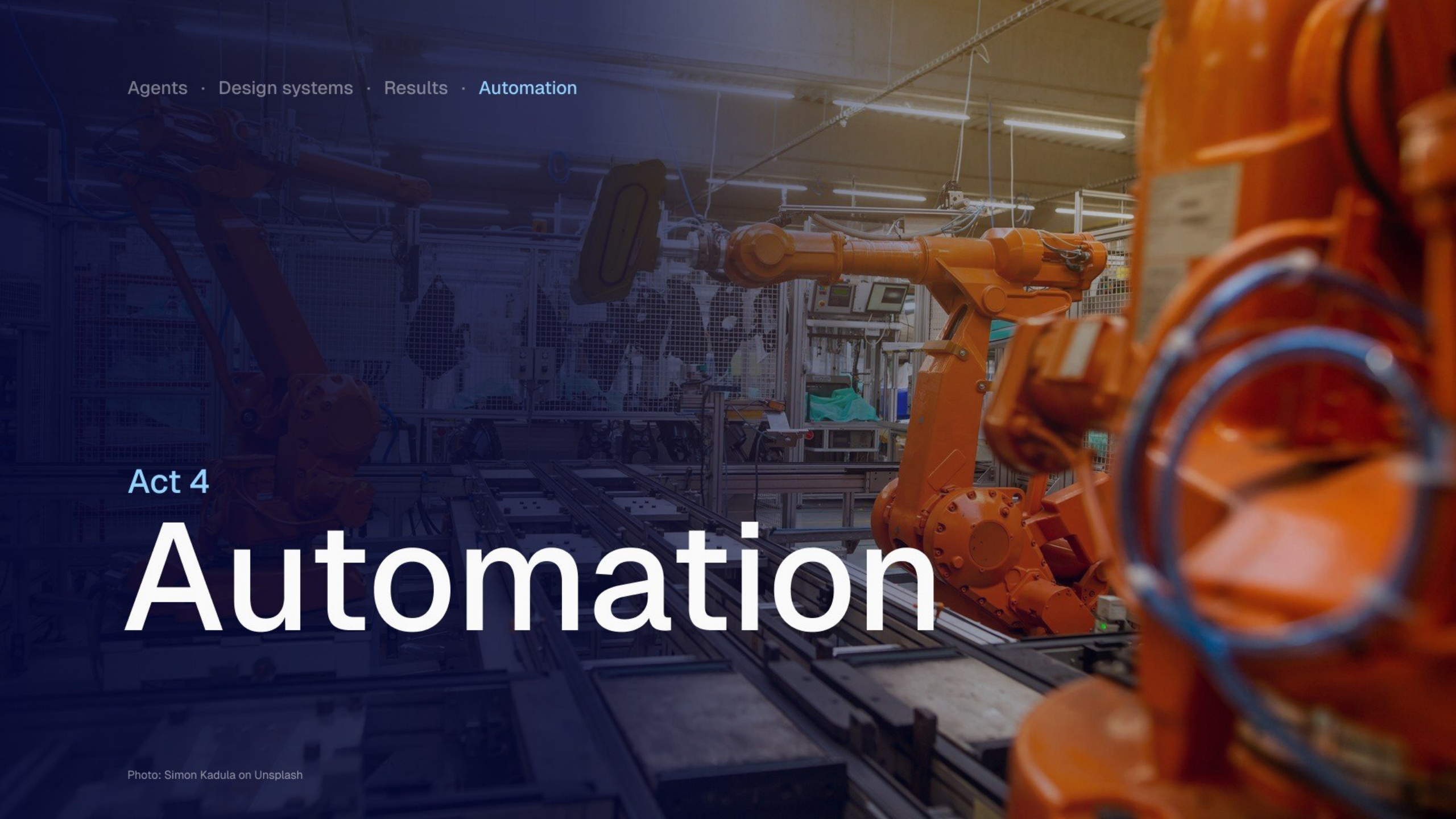
I reviewed both. A system made by a team might score differently.

Docs

The design system and the repo came with docs. The brand file didn't.

Docs are part of a real system, and part of the difference.





Act 4

Automation

Photo: Simon Kadula on Unsplash

What I built

One Telegram message. A page in Figma, built from my design system.

1

Telegram

I describe the page I need, in a message.

→

2

n8n

Hosted via Docker (home). Picks up the message and calls the agent.

→

3

Design agent

Claude Code on my Mac, Figma tools only. Builds from the Arara library.

→

4

Auditor

A second agent checks every layer, and sends fixes if it fails.

→

5

Back on Telegram

A screenshot and the scorecard. I approve, or reply with changes.

10–15 min

for a full page

2 agents

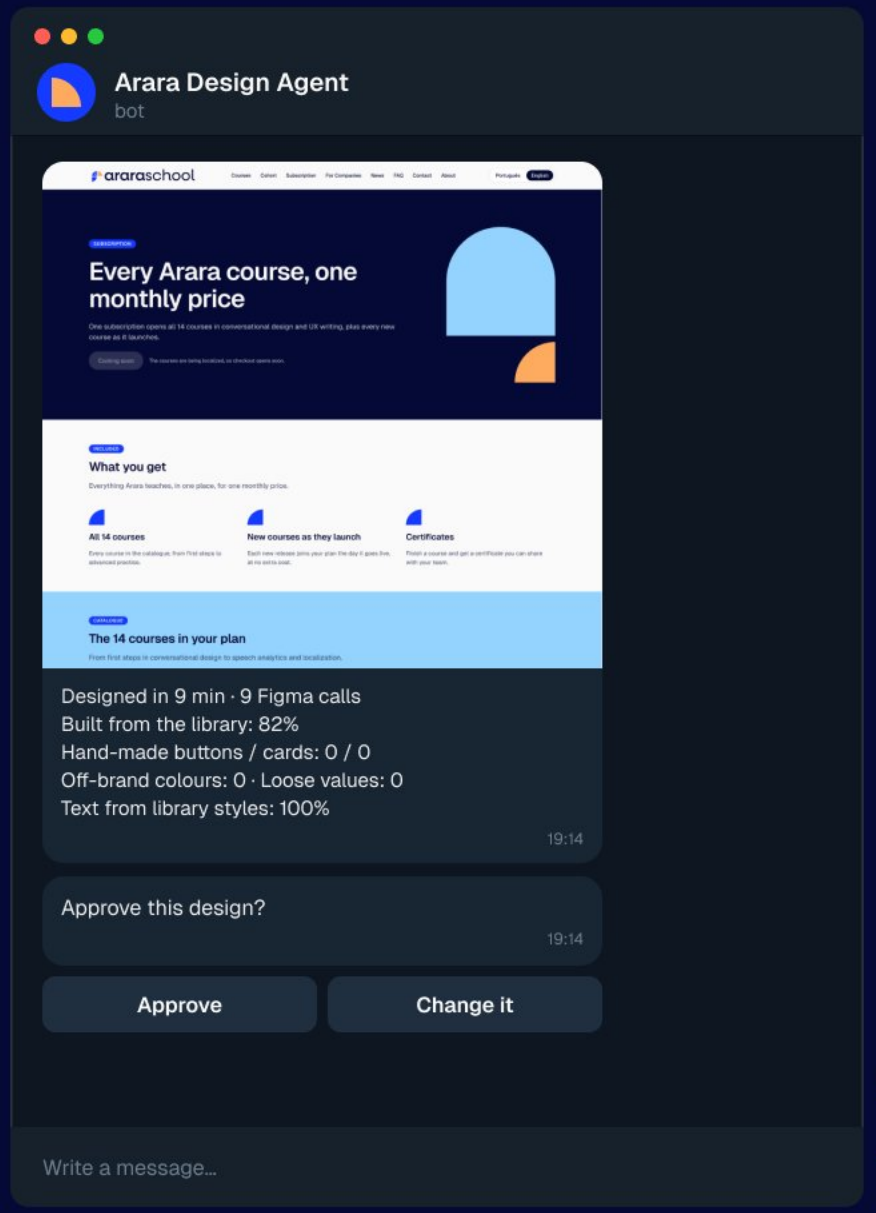
one designs, one checks



Live · the message from the start

The page I asked for is back.

Designed in Figma from the design system, checked by the agent, scored, and waiting for my approval.



The second agent

How the auditor checks the design.

1

The design agent builds

Claude Code, Figma MCP, from the library.

→

2

A second agent audits

A fresh Claude agent.

→

3

A script reads every layer

The same audit as my experiment, run inside Figma. Rules, not opinions.

→

4

Pass: the scorecard

Sent to Telegram, with Approve / Change it.

Fail: it sends a fix request naming the exact layers, then checks again. Up to two rounds.

ANY OF THESE FAILS THE CHECK

Hand-made part

A button or card drawn from shapes and text, not taken from the library.

Off-brand colour

A colour that isn't one of Arara's five.

Wrong font

Anything that isn't Geist.

Loose value

A colour or text typed by hand, not linked to the library.

Not a fail: how much comes from library components. That's reported on the scorecard.

It doesn't judge taste. It checks the rules.

What it changes

The scorecard is the handoff conversation.

THE SCORECARD THE AGENT SENDS

82%	built from library components
0 / 0	hand-made buttons / cards
0	off-brand colours
0	loose values
100%	text on library styles
Pass	auditor · 0 fix requests

D A developer, at handoff

- “Can I use our components?”
- “Did someone draw their own button?”
- “Is that the right blue?”
- “Where did 13 px come from?”
- “Which text style is this?”
- “Did anyone check it?”

No score to beat: it passes with zero errors. Still failing after two fixes? It's sent anyway, labelled, and I decide.

The developer gets library parts and named values, not a picture to rebuild.



A very nice comment the BPD post got on LinkedIn

“Design systems automation is exactly where I'd expect agents to earn their keep… Curious what Willian counts as ‘where designers still make the difference’: is it taste, edge cases, or something else entirely?”

Taste? Edge cases? Something else?



Photo: Laurin Steffens on Unsplash

From the 15 runs

Agents followed the rules. They didn't make them.

WHAT THEY DID PERFECTLY

Follow the rules.

100% on the system, whenever a system existed.

Fast.

7 to 10 minutes a piece.

WHAT THEY COULDN'T

Decide what the rules are.

I built the system. They followed it.

Judge if it's right for the moment.

One post looked great but was built wrong.
One was built right but looked empty.



Same brief, two sources: the social post

One looks great. One is built right.



BRAND FILE

Looks great. Built wrong.

Big, bold type.

None of its 10 font sizes is on my scale.

35% of its values on the system.

Nothing linked: a developer rebuilds it.



DESIGN SYSTEM

Built right. Looks empty.

100% of its values on the system.

Every text on a library style.

But web type sizes on a 1080 × 1350 post.

Small type, lots of empty space.

The rules were right. Knowing when a moment needs more is still my job.

It's not just me · Nielsen Norman Group

…don’t confuse visual fidelity with design quality.

“A visually polished AI-generated mockup that aligns with your design system can still be a poor design if the accompanying prompt is vague or underspecified.”

Huei-Hsin Wang, Nielsen Norman Group

“Prompt to Design Interfaces”, December 2025



Photo: Jose Losada on Unsplash

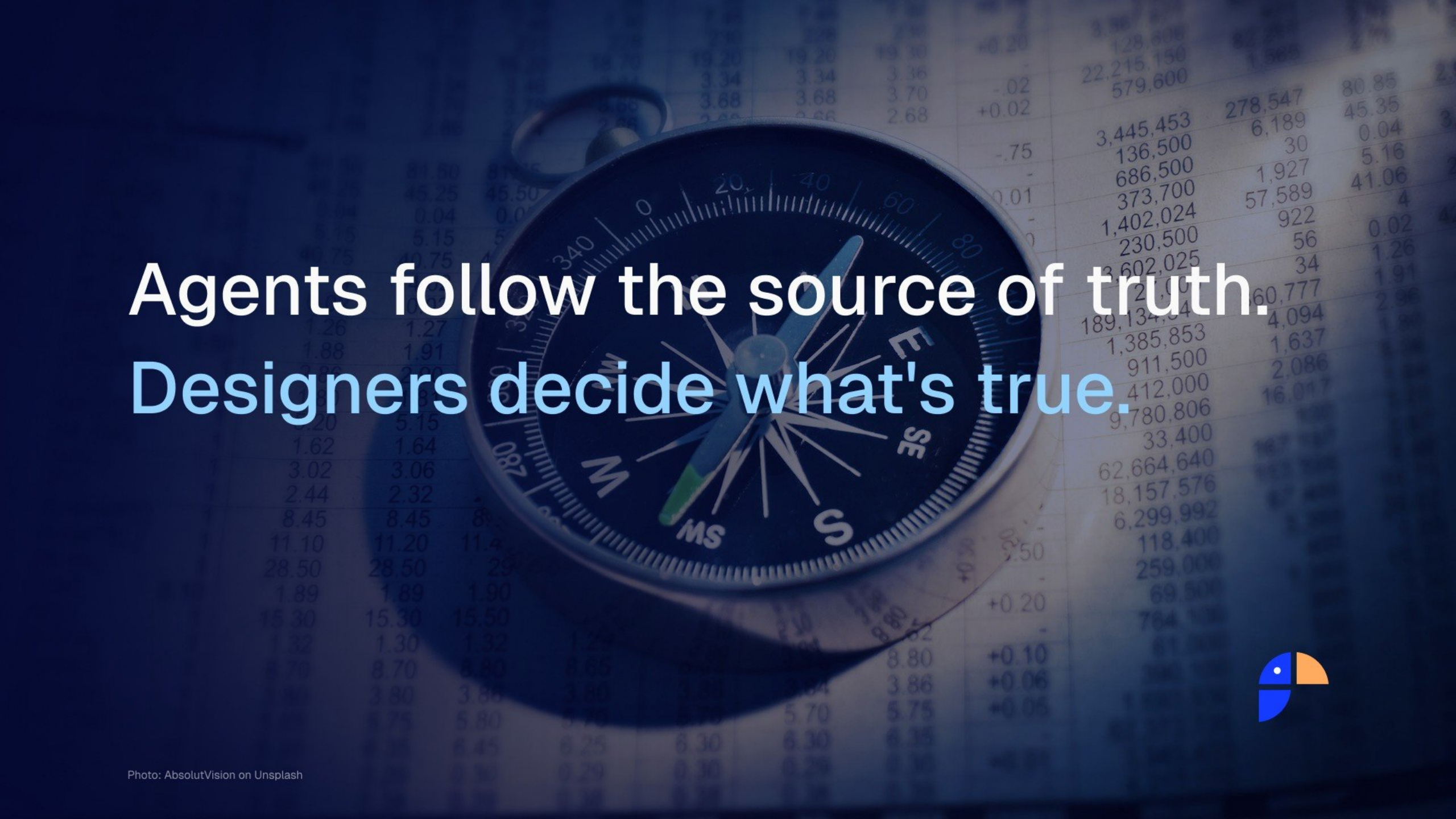


Photo: AbsolutVision on Unsplash



Photo: Nathan Jennings on Unsplash



Photo: Benjamin Voros on Unsplash

Take it home

Get the slides, and every link.

- → Every slide, as a PDF
- → All the research and tools I mentioned
- → Connect with me on LinkedIn

Scan to get the slides

claude.ai/artifact/73WAv6QUmkYV6P7AKRbyE4

Sources

Everything I mentioned, with links.

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n8n.io

Remotion, for the films
remotion.dev

FIND ME

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arara.school/en