BERLIN CONTENT DESIGN MEETUP

From plugin to pipeline

Three levels of content design automation

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Photo: Bank Phrom on Unsplash



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The problem

Every screen works. None of them match.

Inconsistency is well known battle Content Designers are used to fight.

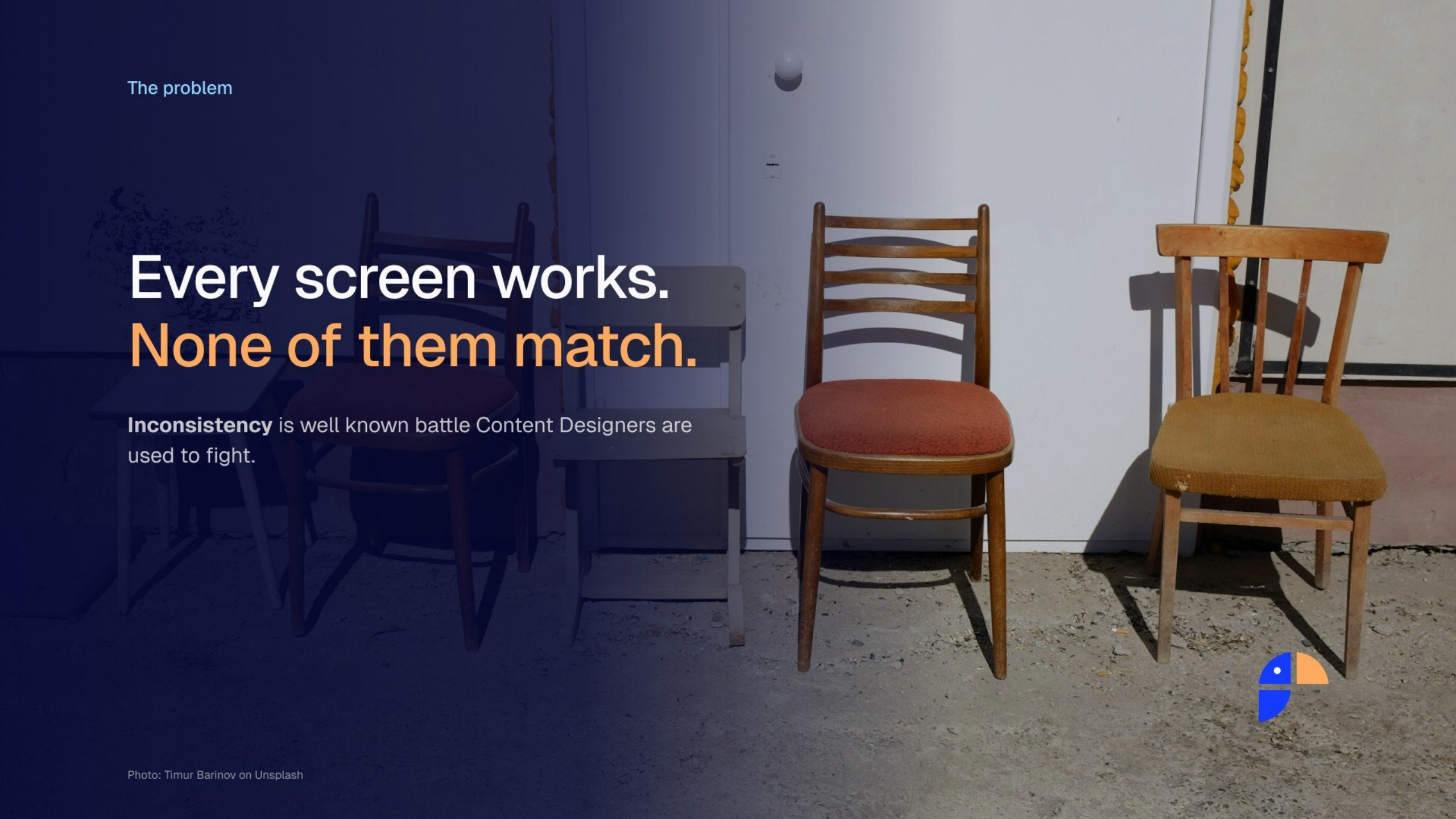
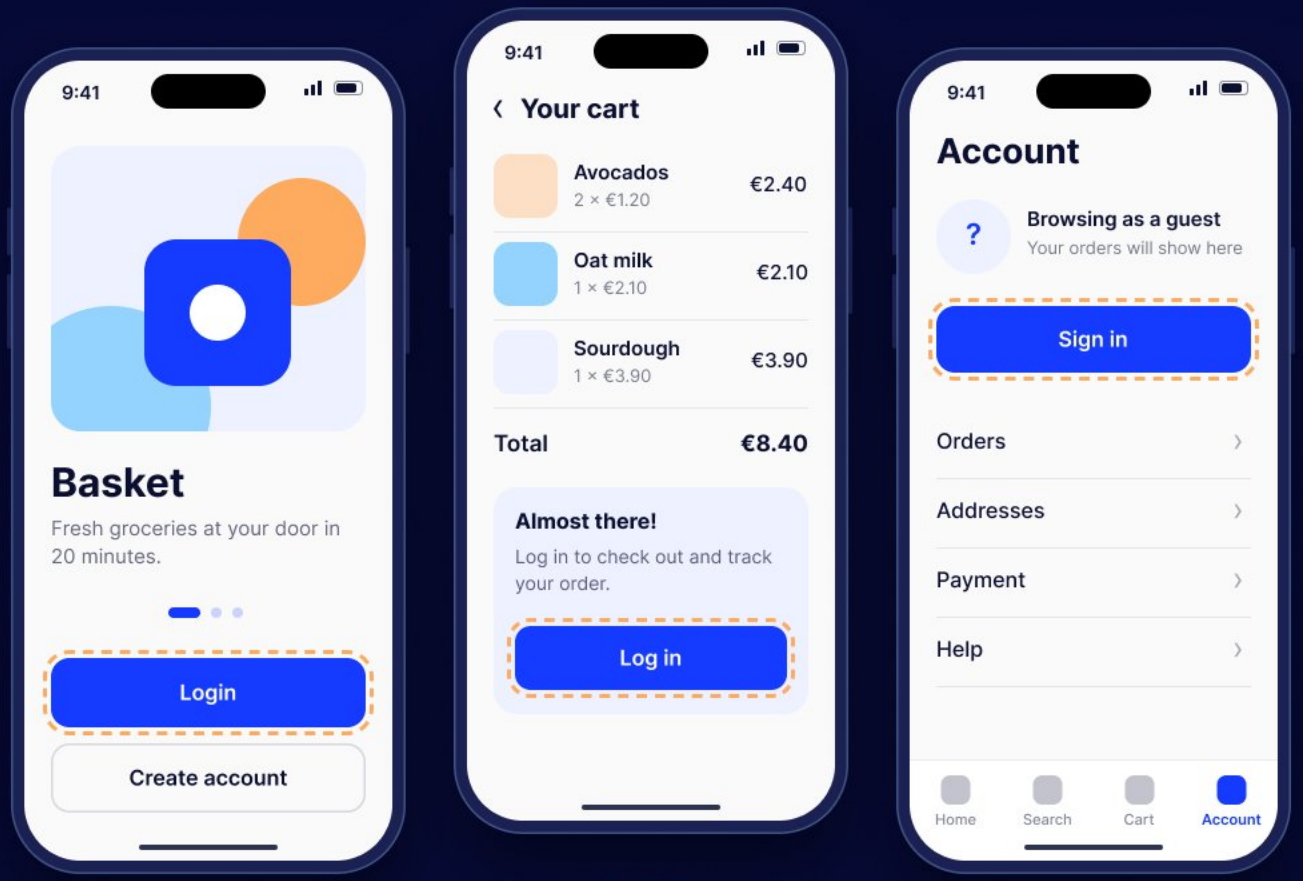


Photo: Timur Barinov on Unsplash

Login.
Log in.
Sign in.

One app. One action.
Three different words.



WELCOME
“Login”

CART
“Log in”

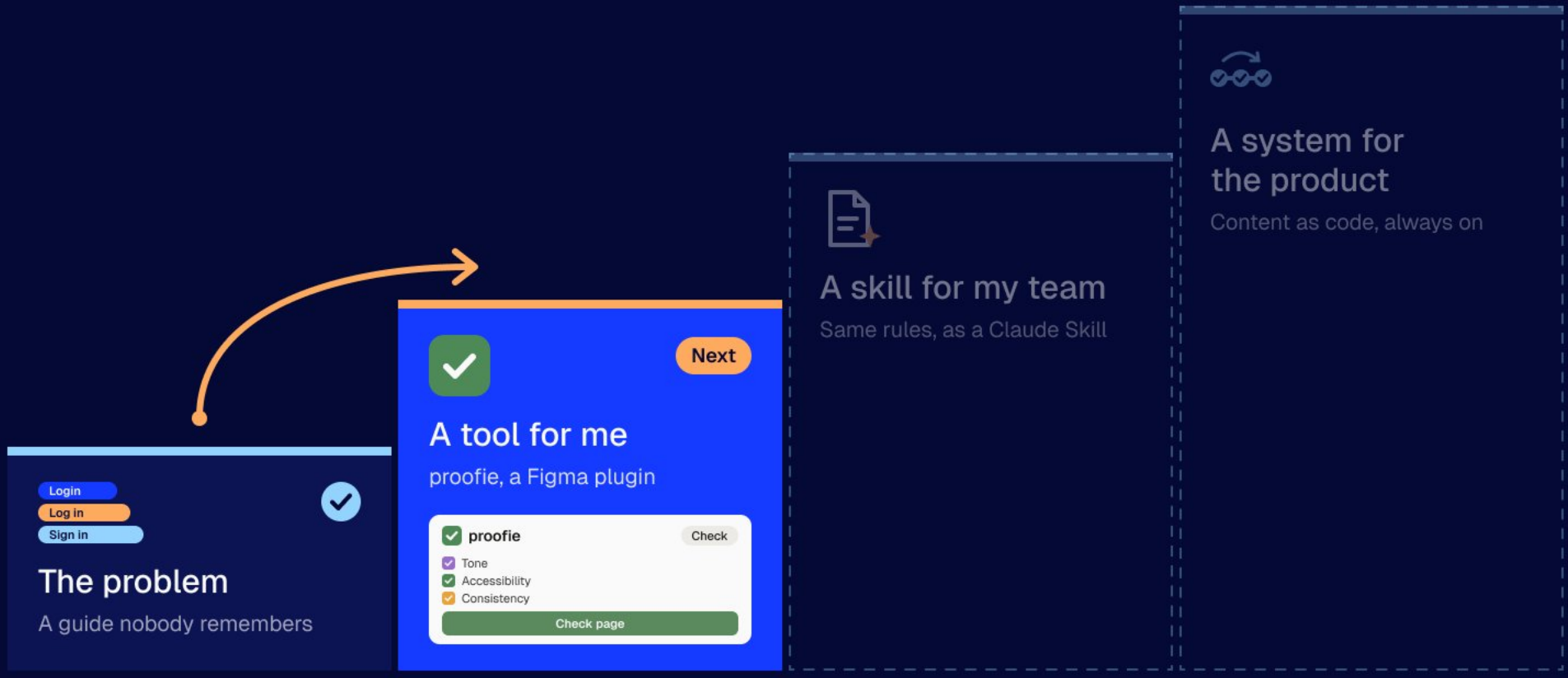
ACCOUNT
“Sign in”

A style guide that depends on someone remembering it isn’t a system.



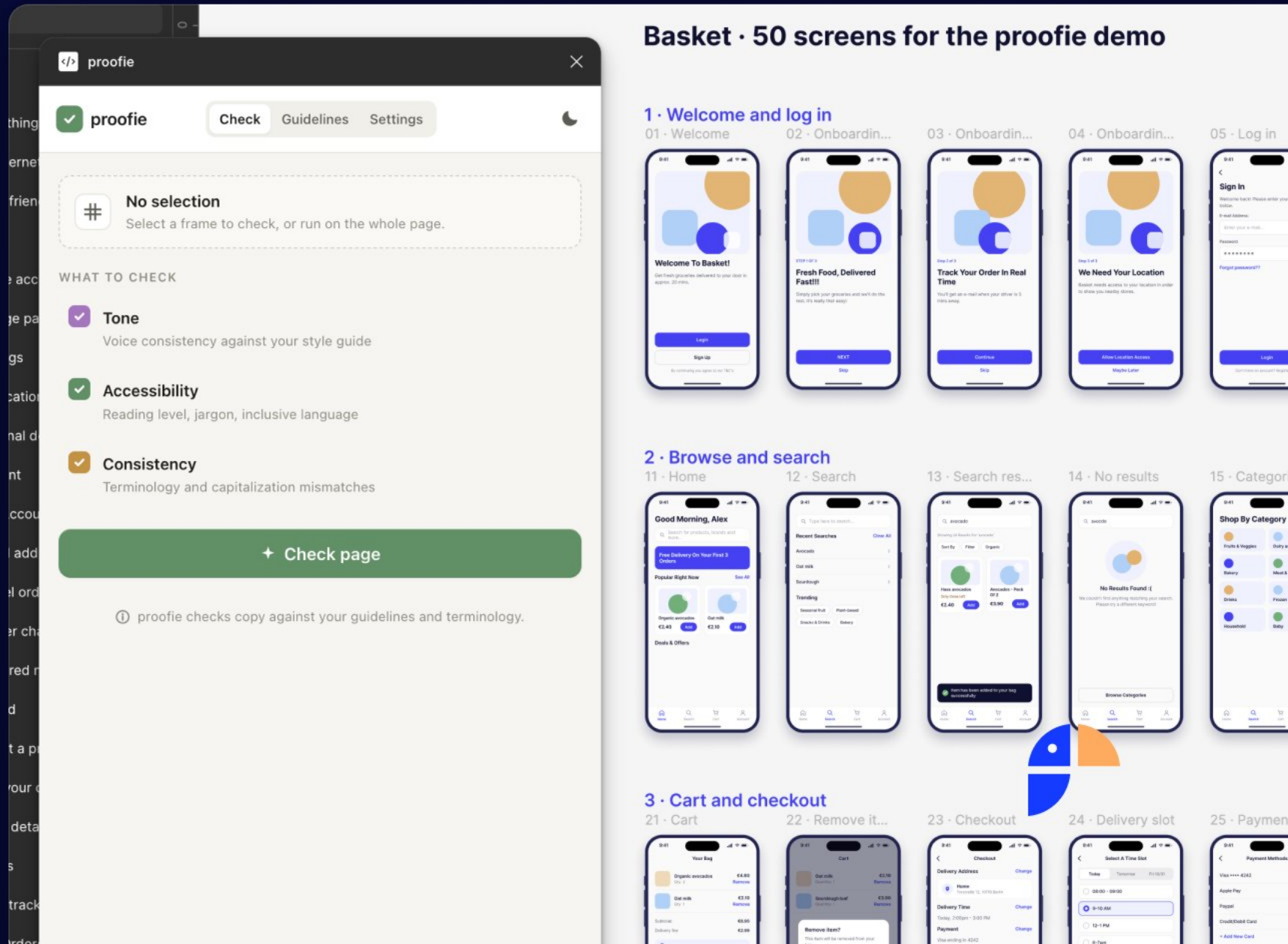
From problem to tool

Problem stated. Now let’s see how I solved it, starting with the tool I built.



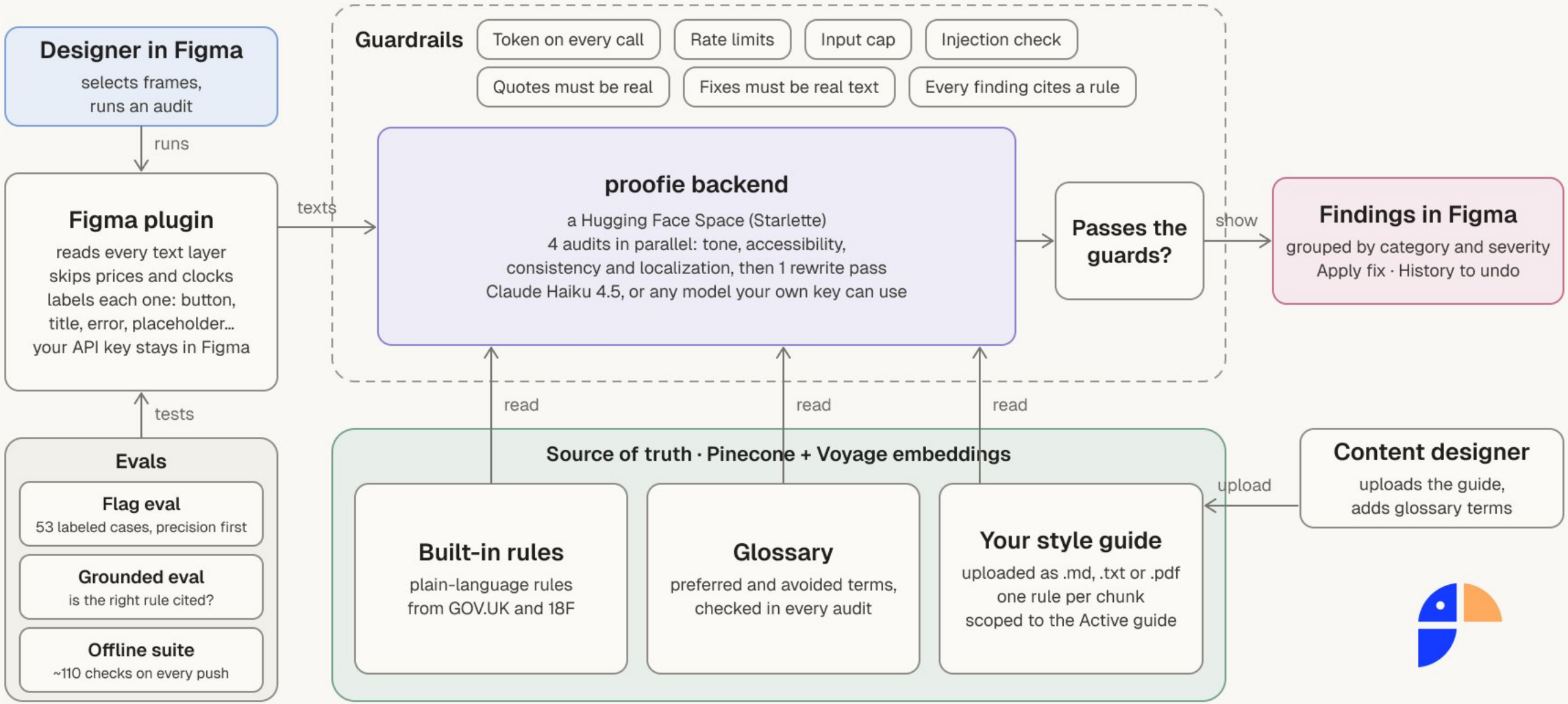
A Figma plugin called proofie

A tool for me



How proofie works

From a selected frame to a fix you can undo.



Building your own Figma plugin with Claude



Level 1 · Why

Checking copy by hand **doesn’t scale.** The check should live **where the words are born**: in Figma.

Every new screen brings new strings. Words are checked while the designer is still working, not days later in a review.



Level 1

proofie worked.
Then I hit a wall.

(actually two walls)



Photo: Donald Giannatti on Unsplash

Level 1 · What went wrong

The guide was a file, not a living thing. And it only worked inside Figma.

1 **Every change meant a new upload**

When a rule changed, someone had to upload a new file to proofie and run every check again.

`style-guide-v6.pdf → v7.pdf → v7 FINAL (2).pdf`

2 **Not everyone lives in Figma**

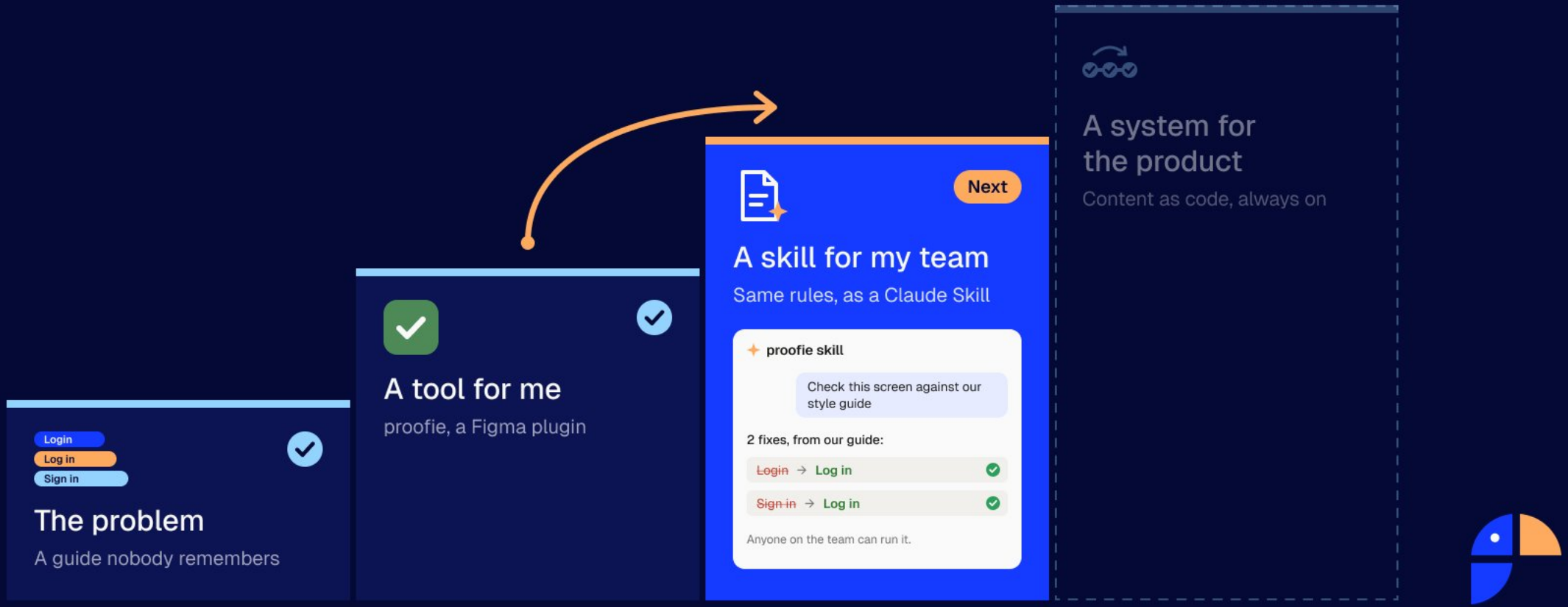
Product managers, developers and marketers write copy in docs, tickets and code. The plugin never sees it.



Photo: Wesley Tingey on Unsplash

From tool to skill

That was level 1 of automation. Now let's evolve it into something better.



The same rules, as a Claude Skill

A skill for my team

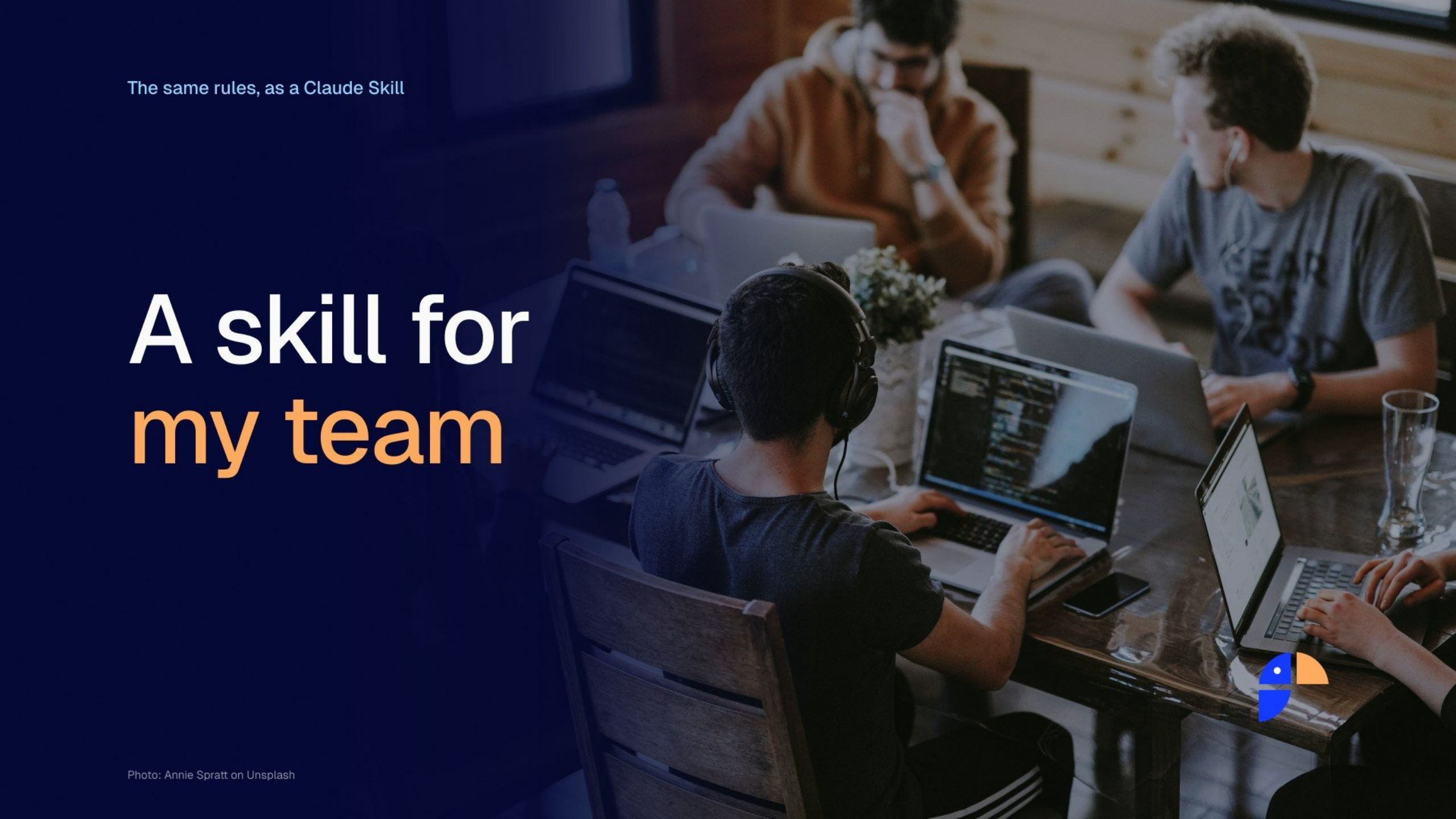


Photo: Annie Spratt on Unsplash

Same rules, new place

Level 1 · proofie in Figma

Lives in my Figma

I remember to run it

I read the result

Helps me

Level 2 · a Skill in Claude

Lives where the team already works

Anyone can ask for a check

Same style guide, same answers

Helps my team



Level 2 · Why

Not everyone opened Figma.
Almost everyone opened Claude.

A skill brings the same rules to everyone who writes with AI: product managers, developers, marketers.



Level 2

It worked on my machine. Then I hit another wall.

Same skill, same rules, different answers. The rules started to bleed.

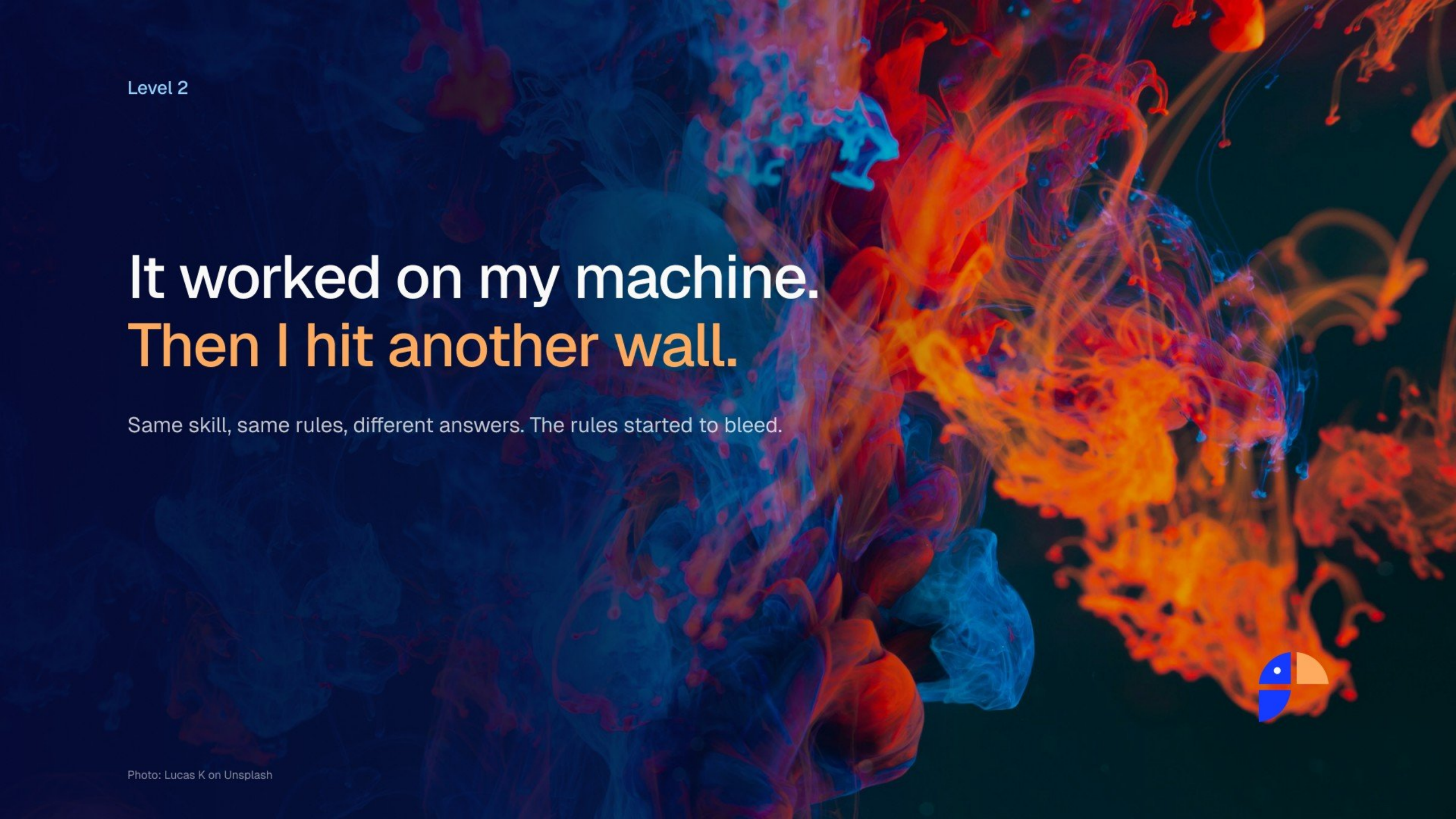


Photo: Lucas K on Unsplash

Levels 1 and 2 are fire extinguishers. Someone still has to pick them up.

A plugin and a skill only help when someone remembers to use them.

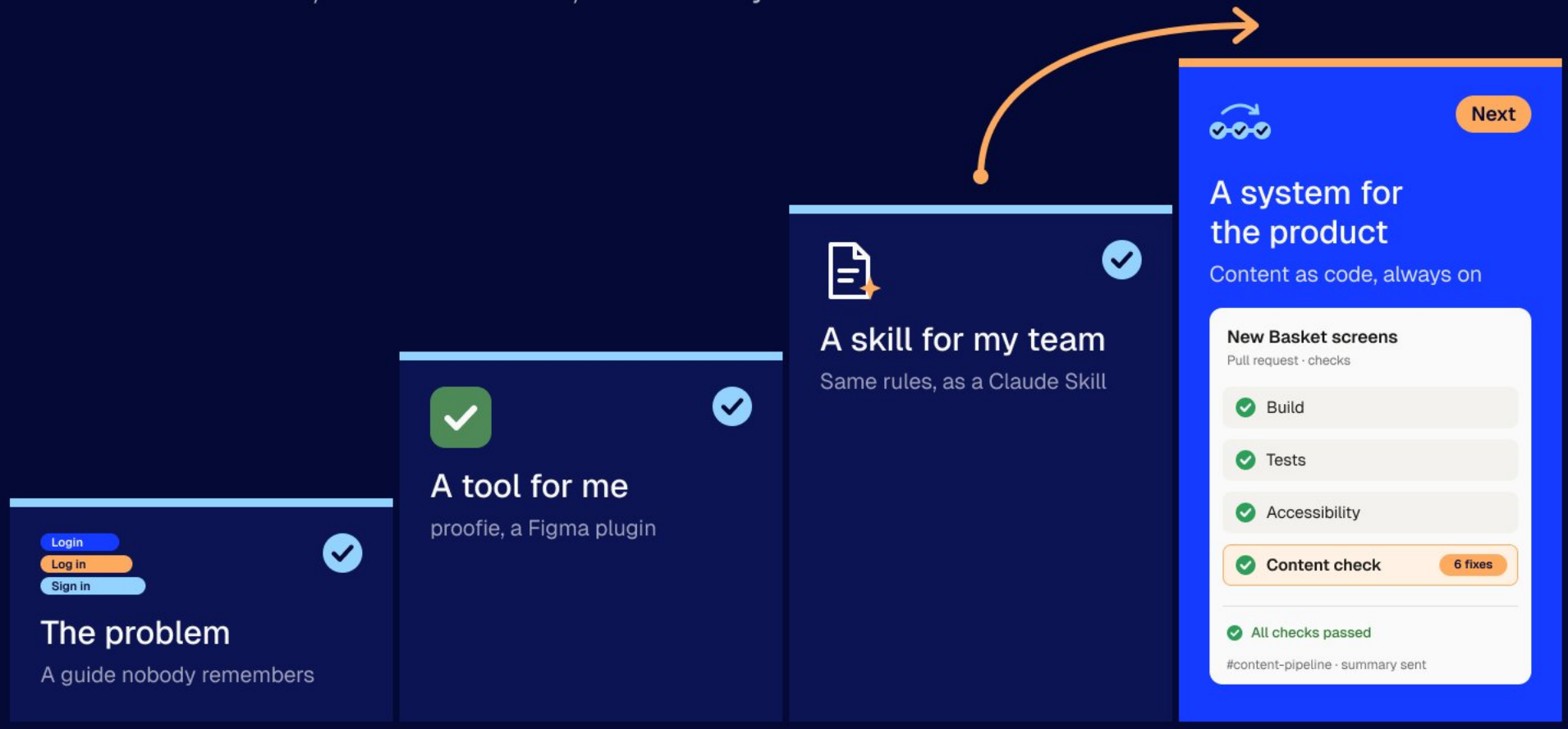


Photo: Tak Kei Wong on Unsplash

Up next

From skill to system

It started with a tool, then a skill. Now, an actual system.



A system for the product



Photo: Ilya Pavlov on Unsplash

Content Design rules living inside code.



Level 3

Level 3 is a smoke detector. Always on. Nobody has to remember.

The content check runs on every pull request, whether anyone remembers or not.



Photo: Yosuke Ota on Unsplash

How the smoke detector works

What runs every time someone opens a pull request.

