AI vs Human Roles in Design Workflow

Source: How AI Is Changing Web Design in 2026 (And What Still Matters)

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> Breakdown of effective AI applications and essential human responsibilities across all web design phases.

AI vs Human Roles in Design Workflow

Design Phase	Effective AI Application	Essential Human Role
Research	Analyze competitor sites, identify patterns	Interpret findings, define strategy
Wireframing	Generate layout variations quickly	Select direction, refine structure
Visual Design	Suggest color/typography, create variations	Make final aesthetic decisions
Content	Draft initial copy, optimize for SEO	Refine tone, ensure accuracy
Testing	Identify usability issues through analytics	Conduct qualitative research, interpret results
Optimization	A/B test variations, predict performance	Prioritize changes, maintain brand consistency

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https://pixelibri.com.au/ai-changing-web-design-what-still-matters/