

M A V E R I C K A I

CLAUDE DESIGN THE COMPLETE GUIDE

BUILD ANYTHING VISUAL WITHOUT TOUCHING A DESIGN TOOL

Prototypes, presentations, posters, 3D visualizations, and full marketing assets, all built by describing what you want.

What Claude Design is and how to access it

Every type of design you can build

20+ copy-paste prompts for real projects

The Edit mode and customization tools

Design systems for brand consistency

Import from Figma, export to Canva and more

Advanced use cases most people miss

2026 Edition

What Is Claude Design

Claude Design is Anthropic's visual creation tool built directly into Claude. You describe what you want to build, and Claude generates a working visual draft on a live canvas. Then you refine it through conversation, inline comments, or direct editing until it's exactly what you need.

1M+

Users in week one

3 min

Average prototype time

\$0

Extra cost with Pro plan

It's not a simple image generator. Claude Design produces fully interactive prototypes, working presentations, editable documents, and code-powered visualizations. The output is real HTML, CSS, and JavaScript that you can export, hand off to developers, or send directly to tools like Canva, Figma, or Vercel.

Think of it as having a designer who works in real time, never pushes back on revisions, and can build a complete prototype in the time it takes you to describe what you want. It launched in April 2026 as a research preview from Anthropic Labs, powered by Claude Opus 4.7.

WHO HAS ACCESS

Claude Design is available on Pro, Max, Team, and Enterprise plans at no extra cost. It works on claude.ai/design and in the Claude Desktop app. Web and desktop only for now. Enterprise admins need to enable it in Organization settings.

How to Access It

STEP 1: Open Claude Design

You have two ways to get to Claude Design:

Option A (Desktop App): Open the Claude desktop app. In the bottom left corner of the sidebar, you'll see **Design**. Click it.

Option B (Web): Go to claude.ai/design in your browser. Same interface, same capabilities.

QUICK ACCESS

Desktop: Bottom left sidebar > Design

Web: claude.ai/design

STEP 2: Create a New Project

Claude Design uses a project-based workflow. Each project has its own conversation history, canvas, and design context. Click **New Project** to start fresh.

STEP 3: Describe What You Want

Type your request in the chat panel on the left side. Claude generates the visual on the canvas to the right. The more specific you are, the better the first draft. But you can always refine after.

YOUR FIRST DESIGN

```
Build me a landing page for a fitness
app called PeakForm. Dark theme with
neon green accents. Include a hero
section with headline, three feature
cards, pricing table with 3 tiers,
and a footer with social links.
```

Claude will generate the full landing page on the canvas in about two to three minutes. Everything is interactive and editable from the moment it appears.

THE INTERFACE

The layout is simple: chat panel on the left, live canvas on the right. You talk to Claude in the chat. The canvas updates in real time. At the top of the canvas, you'll see the Edit button for direct manipulation, and export options for getting your work out of Claude.

What You Can Build

Claude Design isn't limited to one type of output. Here's everything it can create, with a prompt for each one.

Interactive Prototypes

Fully clickable prototypes with working navigation, hover states, animations, and transitions. These aren't static mockups. They behave like real apps.

APP PROTOTYPE

Build an interactive prototype for a task management app. Include:

- A sidebar with project categories
- A kanban board with drag-and-drop columns (To Do, In Progress, Done)
- A task detail modal with due date, assignee, and description fields
- Dark mode toggle in the top bar

Make all interactions functional.

Presentations and Pitch Decks

Full slide decks with consistent styling, transitions, and speaker-ready layouts. Claude handles the structure, design, and content.

PITCH DECK

Create a 10-slide pitch deck for a Series A fundraiser. The company is an AI-powered legal research platform.

Include: title slide, problem, solution, market size, product demo screenshots, business model, traction metrics, competitive landscape, team, and ask.

Use a clean, modern design with navy blue and white. Professional but not corporate.

Social Media Graphics

Instagram posts, carousel slides, story templates, LinkedIn banners, Twitter headers, and any other social format.

SOCIAL MEDIA SET

Design an Instagram carousel (5 slides) about '5 AI Tools You Need in 2026.'

Style: bold sans-serif headings, dark gradient backgrounds, neon blue accent color. Each slide should have one tool name, a one-line description, and a visual icon. First slide is the hook, last slide is the CTA.

More Things You Can Build

Posters and Marketing Materials

EVENT POSTER

Design a poster for a tech conference called 'Build 2026.' Date: September 15-17. Location: San Francisco. Style: futuristic, dark background, holographic gradient accents. Include speaker headshot placeholders, sponsor logos area, and QR code for registration.

Documents and Resumes

Professional documents with proper typography, layout, and formatting. Resumes, one-pagers, case studies, and reports.

RESUME

Design a modern resume for a senior product designer. Two-column layout. Left column: contact info, skills bar charts, education, certifications. Right column: experience with role, company, dates, and 3 bullet points each. Clean sans-serif font. Subtle color accents. Print-ready.

3D and Interactive Visualizations

Claude Design can build code-powered prototypes with 3D graphics, animations, WebGL shaders, and even voice or video integration. This is what Anthropic calls "frontier design."

3D VISUALIZATION

Build an interactive 3D solar system. Let me click on each planet to see its facts: diameter, distance from the sun, orbital period, number of

moons, and surface temperature.

Use realistic colors and relative sizing. Add orbital paths and a slow rotation animation. Include a zoom control.

Wireframes and Mockups

WIREFRAME

Create a wireframe for a mobile banking app. Include screens for:

- Home dashboard (balance, recent transactions, quick actions)
- Send money flow (3 steps)
- Transaction history with filters
- Settings page

Low-fidelity, grayscale, with annotations explaining each section.

Landing Pages

LANDING PAGE

Build a landing page for an online course called 'AI for Beginners.'

Include: hero with headline and CTA button, course curriculum accordion, instructor bio section, student testimonial cards (3), pricing with money-back guarantee badge, and FAQ section. Light theme, friendly colors.

The Edit Mode

Everything Claude Design generates is fully customizable. Click the **Edit** button at the top of the canvas to enter direct editing mode. But editing isn't limited to one method. You have three ways to refine your designs.

Method	How It Works	Best For
Chat refinement	Type changes in the chat panel. Claude updates the canvas.	Broad changes: layout, color scheme, adding/removing sections
Inline comments	Click directly on a canvas element to leave a comment.	Targeted fixes: change this button text, move this image left
Direct editing	Drag, resize, and align elements on the canvas.	Fine-tuning: spacing, alignment, exact positioning

In direct editing mode, Claude also generates adjustment sliders for common properties like spacing, padding, color, and font size. These let you fine-tune without writing any code or typing another message.

CHAT REFINEMENT EXAMPLES

Broad changes

Make the entire design darker. Switch to a navy/charcoal color scheme.

Structural changes

Move the pricing section above the testimonials. Add a FAQ section below.

Style changes

Make all headings larger. Use Inter font instead of the default. Round all button corners to 12px.

Content changes

Rewrite the hero headline to be more action-oriented. Change the CTA from 'Learn More' to 'Start Free Trial.'

TIP

Start broad, then get specific. Ask Claude to build the full layout first, then use chat refinement for structural changes, then switch to inline comments or direct editing for pixel-level adjustments.

HEADS UP

Inline comments occasionally disappear before Claude reads them. If that happens, paste the same feedback into the chat panel instead. This is a known beta issue.

Design Systems

If you're building multiple projects for the same brand, Claude Design can save your design system so every new project starts with your exact colors, typography, and component styles. No more re-explaining your brand every time.

Setting Up Your Brand

During onboarding, Claude Design reads your codebase or uploaded design files and builds a persistent brand system. You can also create one from scratch:

CREATE A DESIGN SYSTEM

```
Create a design system for my brand.
```

Colors

```
Primary: #1B3A5C (dark navy)
```

```
Secondary: #C88B2E (gold)
```

```
Accent: #2E8B7A (teal green)
```

```
Background: #F8F9FA (light gray)
```

```
Text: #3A3A3A (dark gray)
```

Typography

```
Headings: Inter Bold
```

```
Body: Inter Regular, 16px
```

```
Captions: Inter Light, 14px
```

Components

```
Buttons: rounded (8px), primary color
```

```
Cards: white, subtle shadow, 12px
```

```
rounded corners
```

```
Icons: outlined style, 24px
```

```
Save this as my default design system
```

```
and apply it to all future projects.
```

Once saved, every new project in Claude Design automatically uses your brand system. Colors match, fonts are consistent, and components follow the same patterns. You can maintain multiple design systems for different brands or clients.

SYNC FROM CLAUDE CODE

If you're also using Claude Code, you can sync your design system between the two with the `/design-sync` command. This keeps your codebase and design prototypes visually consistent.

Import and Export

Claude Design doesn't exist in a vacuum. You can bring designs in from other tools and send finished work out to wherever you need it.

Importing Into Claude Design

Source	What You Can Import	How
Figma	Existing designs and components	Paste Figma link or upload file
GitHub	Codebase for design context	Connect your repo
Screenshots	Reference images and mockups	Drag and drop or paste
Web capture	Live website elements	Paste URL, Claude grabs the layout
Files	DOCX, PPTX, XLSX for content	Upload directly to the project

Exporting From Claude Design

Destination	Export Format	Best For
Canva	Direct connector	Further editing and templates
Claude Code	Full code bundle	Developer handoff and implementation
Vercel	Direct deploy	Shipping prototypes as live sites
Download (.zip)	HTML/CSS/JS files	Self-hosting or custom integration
PDF	Print-ready document	Presentations and print materials
PPTX	PowerPoint format	Slide decks for meetings
Standalone HTML	Single file	Sharing via email or embedding

TIP

The Claude Code handoff is especially powerful. When you export to Claude Code, it packages a full implementation bundle with all the code, assets, and structure needed to turn the prototype into a production-ready app.

Connected Tools

Claude Design has connector partnerships with several platforms. These aren't just export options; they're two-way integrations that let you move work back and forth:

Connector	What It Does
Adobe	Export to Adobe tools for advanced editing
Base44	Deploy as a full web app
Canva	Send designs for team editing and templates

Connector	What It Does
Gamma	Convert to polished presentations
Lovable	Turn prototypes into production apps
Miro	Add to collaborative whiteboards
Replit	Deploy as interactive web apps
Vercel	Ship directly to production hosting
Wix	Publish as a live website

20 Use Case Prompts

Here are 20 real prompts you can paste directly into Claude Design. Each one produces something you'd normally need a designer for.

Business and Marketing

1. BUSINESS CARD

Design a professional business card.
Front: name, title, company logo area.
Back: phone, email, website, LinkedIn
QR code. Minimal design, dark theme.

2. EMAIL NEWSLETTER TEMPLATE

Design an email newsletter template
for a SaaS company. Header with logo,
hero image area, 2-column feature
section, blog post previews (3), CTA
button, and footer with unsubscribe.

3. PRODUCT LAUNCH ANNOUNCEMENT

Create a product launch graphic for
social media. Show the product name
prominently, key features as icons,
launch date, and a 'Coming Soon' badge.
Size: 1080x1080 for Instagram.

4. BRAND STYLE GUIDE

Build a brand style guide showing:

- Color palette with hex codes
- Typography scale (h1 through body)
- Button styles (primary, secondary)
- Card components
- Spacing and grid system
- Do's and don'ts examples

Dashboards and Data

5. ANALYTICS DASHBOARD

Build an analytics dashboard with:

- Top bar: date range picker, filters
- KPI cards: revenue, users, churn, MRR (with trend arrows)
- Line chart: monthly revenue trend
- Bar chart: signups by channel
- Table: top 10 customers by spend

Dark theme, make it interactive.

6. FINANCIAL REPORT DASHBOARD

Design a quarterly financial report dashboard. Include P&L summary, cash flow waterfall chart, revenue by segment donut chart, YoY comparison table, and expense breakdown. Clean, corporate style.

More Use Case Prompts

Education and Learning

7. INTERACTIVE QUIZ

Build an interactive quiz about world geography. 10 multiple-choice questions with immediate feedback (correct/wrong with explanation). Show score at the end with a results breakdown. Add a 'Try Again' button.

8. COURSE CURRICULUM OVERVIEW

Design a visual course curriculum for a 12-week data science bootcamp. Show each week as a card with topic, key skills learned, and a progress bar. Make it scrollable and interactive.

Portfolio and Personal

9. PORTFOLIO WEBSITE

Build a portfolio site for a UX designer. Sections: hero with name and tagline, case study grid (6 projects with thumbnails), about me with photo placeholder, skills list, contact form. Minimalist, lots of white space.

10. WEDDING INVITATION

Design a digital wedding invitation. Elegant serif fonts, watercolor floral borders, names of the couple, date, venue, RSVP button, and a countdown timer. Soft blush and sage palette.

Product and UX

11. MOBILE APP ONBOARDING

Design a 4-screen mobile onboarding flow for a meditation app. Each screen: illustration area, headline, body text, progress dots, and 'Next' button. Last screen has 'Get Started.' Calming blue and purple palette.

12. SAAS PRICING PAGE

Build a SaaS pricing page with 3 tiers: Starter (\$19/mo), Pro (\$49/mo), Enterprise (custom). Feature comparison table below the cards. Annual/monthly toggle. Highlight the Pro tier as 'Most Popular.' Add FAQ section.

Creative and Fun

13. INTERACTIVE MAP

Build an interactive world map where I can click on any country to see: population, capital, GDP, and flag. Use color coding by continent. Add zoom controls and a search bar.

14. MUSIC VISUALIZER

Create a music visualizer with audio-reactive bars, waveforms, and particle effects. Let the user choose between 3 visualization styles. Include play/pause and volume controls. Use WebGL.

Even More Prompts

E-Commerce

15. PRODUCT PAGE

Design a product page for premium wireless headphones. Image carousel, color selector (3 options), price with strikethrough original, Add to Cart button, specs table, customer reviews (star ratings + text), and related products section.

16. CHECKOUT FLOW

Build a 3-step checkout flow:
Step 1: Cart summary with quantities
Step 2: Shipping info form
Step 3: Payment with card fields
Include a progress bar at the top, order summary sidebar, and trust badges. Make all steps interactive.

Infographics and Data Viz

17. INFOGRAPHIC

Create an infographic about 'The State of AI in 2026.' Include: timeline of major launches, market size comparison chart, adoption rates by industry, and a prediction section. Vertical scroll layout, modern flat design.

18. COMPARISON CHART

Build an interactive comparison chart for 5 project management tools. Let the user toggle which tools to compare. Categories: pricing, features, team size, integrations, mobile app, and

overall rating.

Games and Animations

19. MINI GAME

Build a simple memory card matching game. 4x4 grid of face-down cards. Click to flip, match pairs. Track moves and time. Add a win screen with confetti animation. Fun color scheme.

20. ANIMATED LOGO

Create an animated logo intro for a YouTube channel called 'TechPulse.' The letters should animate in one by one with a pulse effect. Add a subtle sound wave graphic behind the text. Loop the animation.

Tips and Best Practices

Tip	Why It Matters
Be specific about dimensions	"1080x1080" or "16:9" gets you the right size on the first try
Mention the platform	"for Instagram" or "for Vercel" changes how Claude structures the output
Reference a style	"Apple website style" or "Notion-like" gives Claude a clear direction
Upload examples	Drag in a screenshot of something you like and say "make it like this"
Start with layout, then details	Get the structure right before worrying about colors and fonts
Use design system early	Set up your brand once so every project matches automatically
Export to Claude Code for production	Prototypes are great, but the real power is shipping them as real apps
Iterate with short messages	"Make the header bigger" is faster than re-explaining the whole design

HEADS UP

Claude Design is still in beta. Large codebases can cause lag, and multi-person simultaneous editing is unreliable right now. For team projects, have one person drive the session and share the export.

TIP

If you get a "chat upstream error," just refresh the page and resubmit your last message. Your project is saved automatically, so you won't lose any work.

Claude Design vs. Other Tools

Claude Design doesn't replace every design tool. But it eliminates the need for most of them in specific situations. Here's where it fits compared to what you might already use.

Task	Before Claude Design	With Claude Design
Quick prototype	Figma (30-60 min, design skills needed)	Describe it in chat (2-5 min)
Pitch deck	PowerPoint or Google Slides (2-4 hours)	One prompt, refine with chat (15 min)
Social media graphics	Canva (15-30 min per graphic)	One prompt for a full set (3 min)
Landing page mockup	Figma or Webflow (1-3 hours)	Describe it, get a working prototype (5 min)
Dashboard prototype	Figma with plugins (2-4 hours)	One prompt with interactive charts (5 min)
Brand style guide	Manual in Figma (4-8 hours)	One prompt generates the full system (3 min)
Resume design	Canva template or InDesign (30-60 min)	Describe your layout, get print-ready output (5 min)

The real power isn't that Claude Design is better than Figma or Canva. It's that you don't need to know how to use Figma or Canva. Anyone who can describe what they want can now produce professional-quality visuals.

Quick Reference

Action	How to Do It
Open Claude Design	Desktop: sidebar > Design. Web: claude.ai/design
Create a project	Click New Project, describe what you want
Edit a design	Click Edit at the top of the canvas
Refine with chat	Type changes in the chat panel
Inline comment	Click on a canvas element, leave feedback
Direct edit	Drag, resize, and align in Edit mode
Set up design system	Describe your brand colors, fonts, and components
Import from Figma	Paste a Figma link or upload the file
Export to Canva	Top menu > Export > Canva connector
Export to Claude Code	Top menu > Export > Claude Code handoff
Download as zip	Top menu > Export > Download (.zip)
Deploy to Vercel	Top menu > Export > Vercel connector

What to Build First

If You Need...	Start With This Prompt
A quick mockup	"Build a [type] for [purpose]. Include [sections]. [Style]."
A full prototype	"Build an interactive prototype for [app]. Include [screens and interactions]."
A presentation	"Create a [X]-slide deck about [topic]. Include [specific slides]. [Style]."
Social graphics	"Design [format] for [platform] about [topic]. Size: [dimensions]. Style: [style]."
A document	"Design a [type] for a [role/purpose]. Include [sections]. [Style]."

START BUILDING

Open Claude Design right now. Pick any prompt from this guide and paste it in. Watch Claude build the entire thing in a few minutes. Then use Edit mode to make it exactly what you want. Export it wherever you need it. That's the whole workflow.

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Describe it. Design it. Ship it. No design skills required.