

Feed – AI-Driven UX & UI Design

Overview

Feed was created to redefine how users experience digital content by replacing endless scrolling and algorithmic noise with focused, intentional discovery. The goal was to design a calm, organized environment that prioritizes relevance over quantity, giving users a sense of control and clarity as they browse. Every design decision reflected that philosophy: create a simple, visually balanced experience that delivers meaningful information without complexity or distraction.

Initial Vision and Concept Development

The project began with rough pencil sketches that outlined the basic flow and visual rhythm of the application. These early explorations focused on key user journeys such as logging in, navigating categories, exploring content, and saving favorites. From there, I transitioned into low-fidelity wireframes to establish structure and test usability before investing in detailed visuals. Once the foundational layout proved sound, I developed high-fidelity prototypes that defined the visual tone of Feed: minimalist typography, soft color palettes, and intuitive iconography that supported content rather than competing with it. The aim was always to build an interface that felt invisible, a quiet frame for purposeful browsing.

User Stories, Flows, and Acceptance Criteria

After solidifying the visual foundation, I moved into defining functionality through user stories and acceptance criteria. Each story described what the user needed to accomplish, such as browsing by category, saving content, or adjusting preferences, while the criteria documented how the system should respond. These served as measurable standards for both design and development. In parallel, I created user flows that mapped how these interactions connected across screens. Together, these documents provided structure for the application's growth and ensured that every feature served a specific user goal.

Building the Component Library and Design System

To ensure scalability and consistency, I created a comprehensive component library that included reusable interface elements, color tokens, typography rules, and spacing standards. This system allowed me to design and prototype quickly while maintaining visual integrity across screens. Establishing a design language early on also helped streamline development later by providing the AI model with a clear set of parameters for generating layouts, components, and code aligned to Feed's identity. Each component followed traditional UX patterns for predictability and accessibility, reducing learning curves for first-time users.

Integrating AI Tools for Development

With the design system defined, I introduced AI tools to accelerate the build process. I trained the model with my component rules, CSS variables, and visual design language so that it could generate structured code reflecting my specifications. AI became a bridge between design and development, translating static layouts into functioning front-end code that met my acceptance criteria. Over three days, working a total of 16 non-consecutive hours, I iterated through multiple prototypes, refining both function and form.

This workflow did not replace human creativity, it actually enhanced it. The AI handled repetitive scaffolding, freeing me to focus on micro-interactions, responsiveness, and user experience. Each version improved on the last as I validated design behavior, alignment, and consistency against my criteria. The process demonstrated how AI can act as a design partner when guided by precise human standards.

Testing, Debugging, and Refinement

As development progressed, I encountered several technical hurdles, including layout misalignments, inconsistent transitions, and component behaviors that did not fully match the intended flow. These were resolved through iterative testing, debugging, and fine-tuning the generated code. I paid close attention to accessibility compliance, ensuring that text contrast ratios met WCAG standards, all interactive elements were keyboard navigable, and every action provided proper feedback. I also resolved minor bugs related to responsiveness and user input handling to maintain a smooth, reliable experience across devices.

This phase emphasized the importance of pairing AI output with traditional quality assurance practices. While AI expedited implementation, human oversight ensured polish, usability, and adherence to design integrity.

Final Design and User Experience

The finished prototype, or MVP of Feed offers users a streamlined and intentional browsing experience. The app's architecture guides users through key flows such as logging in, selecting categories, and viewing content using simple layouts and recognizable patterns. The interface emphasizes whitespace, legible typography, and balanced spacing to promote clarity. Essential actions like account management, subscription tiers, and logout options follow established conventions for placement and interaction. The result is a product that feels both modern and grounded, prioritizing ease of use over visual complexity.

Outcome and Reflection

Feed stands as a demonstration of how human-centered design and AI technology can work together to bring an idea to life efficiently and thoughtfully. By defining structure, standards, and creative boundaries early, I was able to move from rough sketches to a functioning coded application in under a day's worth of working time. The process proved that when guided by intentional design systems and clear acceptance criteria, AI can serve as a powerful tool for rapid development, not as a replacement for design thinking, but as a means to elevate it.

Through Feed, I showcased not only the capacity to design a complete experience from concept to deployment but also the ability to adapt emerging tools to meet traditional UX principles. The project reaffirmed that true innovation lies in merging design clarity with technical agility, creating digital experiences that are as efficient to build as they are effortless to use.