

Design Without Slop.



AI DESIGN PLAYBOOK · 2026

Design websites that don't ship **slop**.

Turn one beautiful design into a whole product — landing page, mobile, slides, motion — without it drifting generic. The exact workflow, even if you're not a designer.

- ★ Capture any design as a reusable **DESIGN.md** — then spread it everywhere
- ★ Copy-paste prompts for each move, from reference to shippable page
- ★ The moat that keeps you off the “I've seen this site before” pile



Roman Knox

@theromanknox · Instagram & X

The AI design workflow

Keep it open while you build ↗

START HERE

Anyone can one-shot a screen. Almost nobody builds a system.

The baseline for “good” design is sky-high and generic. A lucky first screen is easy. What's hard — and what actually wins — is a system that stays consistent across every page and every format. That system is a **DESIGN.md**.

#	THE MOVE	TOOLS	YOU END UP WITH
01	Find & Remix a Reference	Aura · Neuform · Variant	A design DNA that resonates with your brand
02	Capture It as DESIGN.md	DESIGN.md + HTML + skills	A portable recipe your agent can reuse anywhere
03	Iterate to a Soul	Claude Code · Codex (local)	A product that feels crafted, not generated
04	Remix Into Every Format	Remotion · mobile · slides	Landing, app, promo video — all on one DNA

★ THE MENTAL MODEL

Skills are the ingredients (lasers, 3D, better copy). **DESIGN.md** is the recipe (type, color, spacing, motion). **HTML** is the finished dish — it also carries the WebGL animations the recipe can't hold. Grab all three and you can cook the same meal on any platform.

HOW TO USE THIS GUIDE

- 1 Pick one reference you love
- Not the flashiest — the one that fits your niche. Copy first; every designer starts from a reference.
- 2 Attach the DESIGN.md to every prompt
- It rides along in context so page two never drifts away from page one.
- 3 Iterate relentlessly, then remix
- The soul comes from a thousand small fixes — then reuse the DNA for slides, mobile and video.

01

MOVE 01 · START HERE · 10 MINUTES

Find & Remix a Reference

TOOLS Aura · Neuform · Variant (500+ free DESIGN.md systems to remix)

Don't invent a system from scratch — steal a great one, then make it yours.

Every designer copies before they create. Browse a DESIGN.md library, find a system whose type, color and motion resonate with your brand, and remix it in one click until something lands. This is the creative stage: fast, playful, like Midjourney for layouts. The one rule — don't clone a whole template. If your site looks like another brand's site, its value drops 10–100×.

HOW TO START

1 Open a gallery and scroll

Aura or Neuform. Save every system that makes you feel something — build a “second brain” for design.

2 Remix until it clicks

One click, new variation. Keep going until the direction feels right for your niche.

3 Lock your direction

Pick one. You're choosing a starting DNA, not a final design.

PROMPT · DIRECTION BRIEF**PROMPT**

I'm designing a landing page for [product] — a [one-line description] for [audience]. Here are 3 references I like: [paste links or attach screenshots]. Describe the shared design DNA across them in plain language: typography, color system, spacing rhythm, motion style, and the one signature effect that makes each feel premium. Then propose a single direction that borrows the feeling — NOT the layout — and fits my brand.

WHERE TO BROWSE

aura.build/design-systems · remixable DESIGN.md + HTML

neuform.ai · 500+ community systems

02

MOVE 02 · THE CORE IDEA · PORTABLE

Capture It as DESIGN.md

FILES DESIGN.md (the recipe) + HTML (the dish, incl. WebGL) + skills

One Markdown file holds the soul of a design — and travels between every platform.

DESIGN.md is an open idea (from Google) that does for design what agents.md does for agents: it hands your AI the typography, colors, spacing and motion rules that make a design beautiful. Download it plus the HTML — the HTML carries the WebGL lasers and 3D that the recipe alone can't. Attach both, describe your brand, and the agent rebuilds the system in your voice. Keep **DESIGN.md per project** and **skills per workflow**; put nothing design-related in agents.md — too general, and it burns tokens.

HOW TO START

1 Download BOTH files

DESIGN.md and HTML. They're free — you pay for tokens and finished results, never the recipe.

2 Attach them and describe your brand

Name, what it does, who it's for. The agent adapts the system to your copy, not a carbon copy.

3 Expand section by section

"Create the hero," "add the footer" — each stays consistent because DESIGN.md is in context.

PROMPT · GENERATE FROM SYSTEM

PROMPT

Attached: DESIGN.md (my design system) and reference.html.
Build a landing page for [product], a [description] for [audience].
Rules: follow DESIGN.md exactly for type, color, spacing and motion.
Keep the signature effect from reference.html. Write my own copy — do not reuse the reference wording. Output clean HTML/CSS. Start with the hero + nav only; I'll approve, then we add sections one at a time.

GET THE INGREDIENTS

github.com/MengTo/Skills · free agent skills: lasers, 3D, skeuomorphic, copy

03

MOVE 03 · WHERE THE SOUL COMES FROM

Iterate to a Soul

TOOLS Claude Code · Codex · OpenClaw (local – your files, your memory)

Great design isn't one-shot. It's a thousand small, sharp decisions.

Meng To runs 1,000+ prompts per product — sometimes 10,000. The care that used to go into moving pixels now lives in the prompting. Tell your agent to **remember** the design and the workflow; local agents hold it on disk across nested folders, so you can reopen and regenerate ten consistent screens in one go. Learn the vocabulary — font smoothing, body font, secondary color, secondary button — and you fix things in one word instead of a paragraph.

HOW TO START

1 Commit the system to memory

"Remember this design and this workflow." Keep it local so it's yours, not rented.

2 Iterate in tiny, precise moves

Fix the spacing. Tighten the type. Balance the gaps. This is 90% of the work.

3 Judge every pass

You make the decisions; the agent moves the pixels. Judgment per minute is the new craft.

PROMPT · TIGHT ITERATION LOOP

PROMPT

```
Remember this DESIGN.md as the source of truth for the whole project.
From now on, when I give a one-line fix ("tighten the hero spacing",
"increase contrast on secondary buttons", "calmer motion"), apply it
across every page for consistency – never just the one I'm looking at.
After each change, list what else it affected so nothing drifts.
```

THE MINDSET

"AI isn't making me lazier — it's making me work more. The care just moved into the prompting." — Meng To

04

MOVE 04 · ONE DNA · EVERY SURFACE

Remix Into Every Format

SURFACES mobile · slide deck · promo video (Remotion / Hyperframes) · IG carousels

Capture the system once and every new medium is nearly free.

Once you're happy with the product, reuse the same DNA everywhere: a mobile version, a slide deck, a promo video, Instagram carousels, an intro. Because the system is already captured in DESIGN.md, transferring it to a new format is a remix, not a rebuild — and it stays on-brand automatically. This is how one person ships a landing page, an app view, and a launch video that all feel like the same product.

HOW TO START

- 1 Point the same DESIGN.md at a new surface**
“Using this system, design the mobile hero” — or the slide, or the video intro.
- 2 Queue several at once**
Mobile, deck and promo in parallel. Same DNA, different medium.
- 3 Export and ship**
Then post the build publicly — a working launch beats any mockup.

PROMPT · FORMAT REMIX

PROMPT

Using the attached DESIGN.md as the single source of truth, produce a [mobile screen / 5-slide deck / 15s promo-video storyboard] for [product]. Keep the exact type, color, spacing and signature effect. Adapt layout to the new format's constraints, but it must read as the same product as the landing page. Give me the code/spec I can render.

MOTION TOOLS

remotion.dev · code-driven promo video · Hyperframes · motion from the same DNA

THE WORKFLOW

Reference in. **Product out.**

Don't screenshot this and move on. Run the loop on one real page this week — you'll ship something that has a soul instead of a lucky one-shot.

IF YOU WANT...	DO THIS	WHY IT WORKS
A direction that isn't generic	01 · Remix a reference	Steal the feeling, not the layout
Consistency across every page	02 · DESIGN.md	The recipe rides along in context
A product that feels crafted	03 · Iterate	1,000 small fixes = the soul
Landing, app and video as one	04 · Remix out	One DNA, every surface, nearly free

THE LOOP

Reference → Generate → Iterate → Remix → Ship

★ YOUR REAL MOAT

Typography and color are table stakes now. Your edge is a **signature effect** (a laser, a 3D element), **taste** built by using every app in your niche, and going **narrow**. If a design looks like another design, it's worth 10–100× less. Distinctiveness isn't vanity — it's the business case.

End of **Playbook.**

JOIN THE COMMUNITY

Stop shipping slop. Start shipping **soul**.

I'm Roman. **290K on Instagram** watch me build AI products in public. Inside **Knox**, 100+ paid builders ship weekly with Claude Code, design systems and agentic workflows — while everyone else is still writing purple-gradient prompts.

YOUR FIRST 7 DAYS

- ✓ Build your first DESIGN.md system and ship a real landing page
- ✓ Honest teardowns & deep-dives — decide with the full picture, not a sales page
- ✓ Iterate alongside builders who unblock you when you're stuck

INSIDE KNOX

6 deep courses

Claude Code Architect (24 lessons), n8n Mastery, \$10K Agency & more.

4 plug-and-play Skills

Video gen, social captions, SEO blogs, marketing audits.

Build Friday LIVE

Weekly live builds + replays, plus direct DM to Roman for paid members.

3 tracks

Freelancer · Agency · Builder — pick your path.

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