

Design Careers in an AI World



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The New York Times. Available at <https://www.nytimes.com/2025/06/17/magazine/ai-new-jobs.html>.

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*When creative options are nearly limitless, **people with the ability to make bold, stylish choices will be in demand.** [...]*

*Knowing what you want — and having a sense of **what will resonate** with customers — will be the core human role in developing products and systems.*

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*Given this, it might seem surprising that “designer” is often on the list of jobs that A.I. is expected to replace. It’s true that graphic designers, for example, won’t need to point and click their way to compelling layouts or perfectly kerned typefaces; the A.I. will do that. But **at their most fundamental level, what designers actually do is marshal creative choices to a desired outcome.** This requires making a whole bunch of choices: What is needed from a logo or page design? How do you know when it’s good? How do you know when it will have impact? How do you even know when it’s finished? Rather than go away, in the future, **the term “designer” might actually grow to cover a whole range of jobs in which a person’s main function is to steer A.I. to create something compelling — a product, a service, a process....***

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*There are some titles we already have, like **product designer**, that **will simply grow to encompass a whole lot more**. In the future, product designers will have a much greater ability to own products, from top to bottom. The role will be not just about the big picture but also about all the choices that bring that big picture to life.*

***an A.I./human evaluation specialist**: someone who determines where A.I. performs best, where humans are either better or simply needed and where a hybrid team might be optimal.*

***a human resources designer**.*

***civil designers**, who are more focused on the creative part of the job than the math and physics, favored over civil engineers.*

***a differentiation designer**, whose remit combines branding, philosophy, product, risk tolerance and creative execution.*

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“Designer” ... usefully signifies the shift. More and more people will be tasked with making creative and taste decisions, steering the A.I. where they want it to go.

A.I. can enable them to be more entrepreneurial, faster.

Creative decision-making will also most likely become core to a company’s competitiveness...in the ‘innovation economy,’ with entrepreneurialism as its core.