

The future of AI and content design

5 key insights revealed from our exclusive survey
2024



Prepared by

UX CONTENT
COLLECTIVE

Content designers are still trying to keep up with the release of new AI-powered tools, but one thing is clear: these tools are now an integral part of design work.

Our survey, the first of its kind in the industry, reveals some of the key habits and trends behind content designers and their use of AI.

Some of these insights are unexpected, and it's obvious the industry still doesn't quite know where things are going.

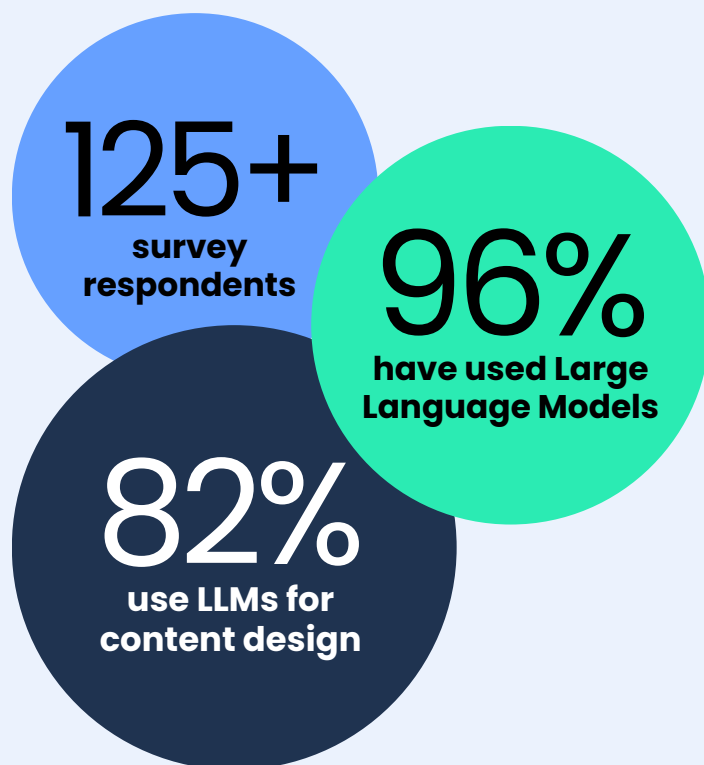
But the path is clear.

More than 80% of content designers now use AI tools in their day-to-day work. The vast majority of those users say they find LLMs useful.

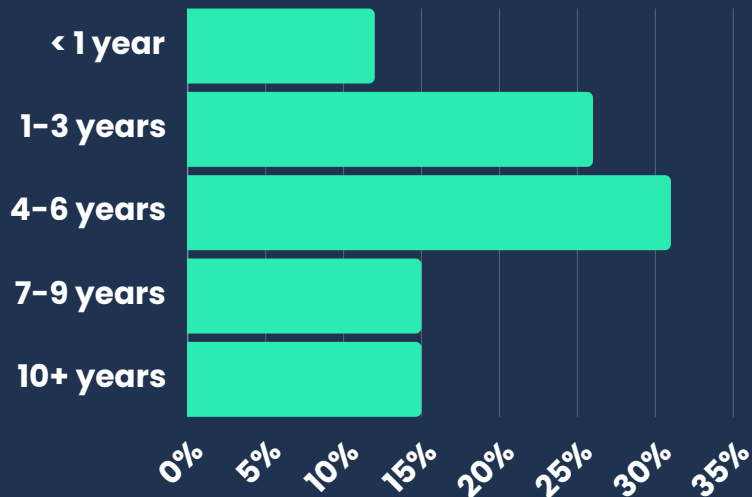
Large Language Models are no longer just fun experiments. They're a crucial tool content designers must add to their arsenal.

Delve in to learn more.

About our report...



Years of experience...



"I actually see our role becoming almost more integral than it is today."

Chelsea Larsson

Head of Experience Design, Content
Expedia Group



Insight #1: Content designers use AI for things you might not expect

Using Large Language Models for creating text is the obvious choice, but content designers are creative with their approach. One popular approach is to save time by creating templates. Some content designers are training internal models themselves, feeding AI examples of what constitutes “good” or “bad” outputs.



“Summarizing corporate decks and meeting notes.”



“Creating prompts for teams to use so content has consistency.”



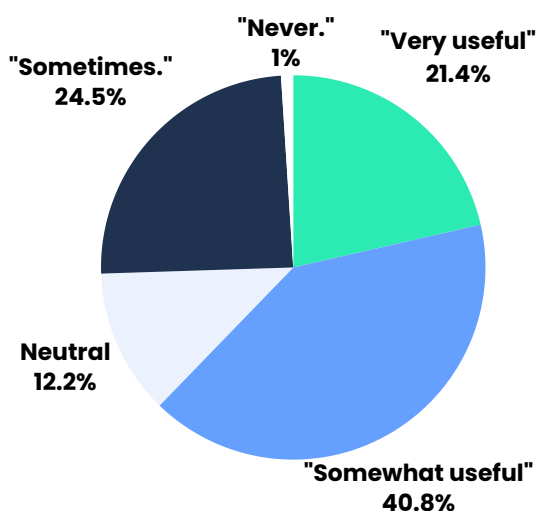
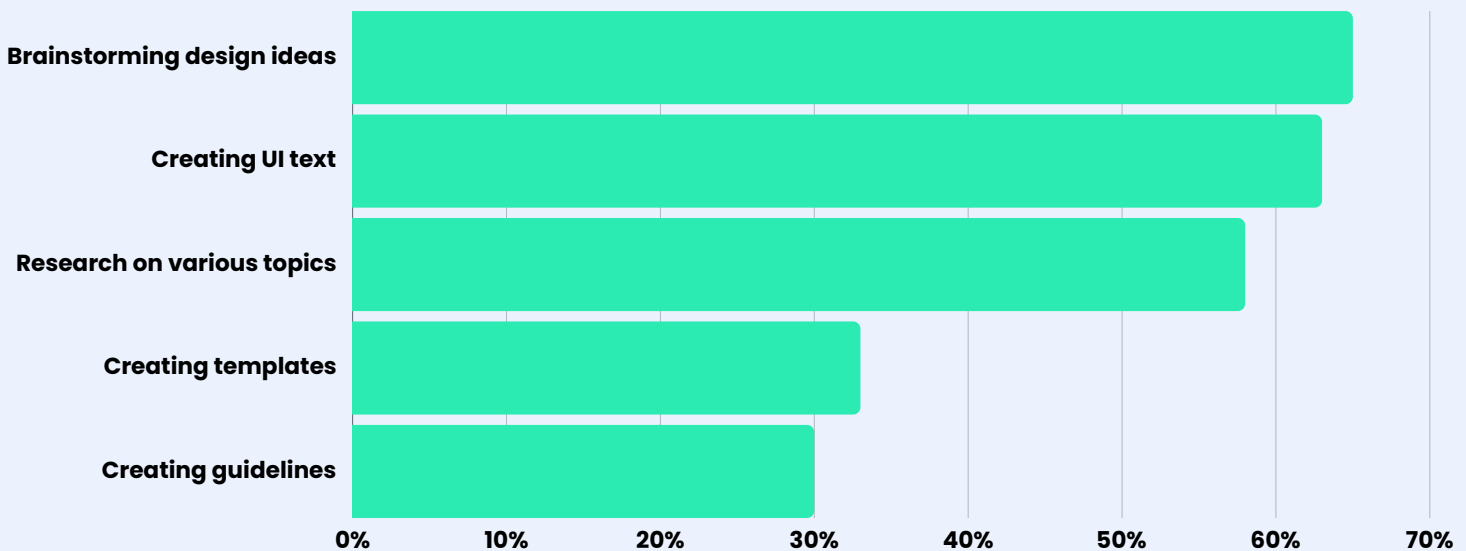
“Training models to improve the structure of existing content.”



“Troubleshooting XML issues.”



“Tone modulation.”



Insight #2: The vast majority find LLMs useful

More than 60% of respondents said they find LLMs either “somewhat useful” or “very useful.” Only 1% said they never find them useful at all. However, it’s clear some are still figuring things out. Over a third say they only find them useful “sometimes,” or are neutral on the subject. The more they use AI, though, the more comfortable they become.

How are content designers becoming more productive with AI?



"I'm starting to explore ways to use AI to distribute voice and tone, terminology, and snippets of reusable strings for the designers, engineers, and product folks on my team who also create content."

Sarabeth Blum
Senior Content Designer, Spotify



"Really useful for analysing data and very useful to allow me to focus on more strategic value-adding work because of the time saved."

Kate O'Brien
Content Designer, ByBox



"The more exposure I have to them and actually work with them, the better I see what they can and can't do. Depending on how they are queried, i.e. prompted, they can return very helpful results."

Beth Gahbler
Freelance UX Writer and Content Designer



"Content designers can play a critical role in the training and quality analysis of LLMs. The future is more about how CDs can get involved in these roles instead of feeling AI is taking over our jobs."

Riya Chakravarty
Senior Content Designer, Atlassian

Insight #3: Content designers are confident in using LLMs, but there's still a lot to learn

More content designers are confident than not. But even though 23% say they find them “very useful,” only 16% say they are “very confident.” Respondents get great results from LLMs, but many wish they could be doing more—and don’t know how to get there. Many are unsure about best practices.

56%

are “very” or
“somewhat”
confident

19%

are “not confident
at all” or “a little”
confident

Insight #4: Content designers who research how to use LLMs find them more useful

Among content designers who haven’t researched how to use LLMs, only 18% say they find them “very useful.” But among those who have sought out formal training and have researched on their own, that number jumps to 28%.

Among those content designers who have sought out research on their own on how to use language models, various methods are cited. Blogs, webinars, and attending formal training are popular—alongside speaking with and learning from colleagues.

“Usually, designers work alone and share their work later for feedback. But with AI, I feel like I can ask questions, share copy, and improve my guidelines. In general, it helps me with decision-making.”



Fatiha Belabed
Content Designer
Mews

Among those content designers and professionals who have attended formal training, there are some complex and nuanced views on how to utilise AI tools.

“AI should only be used when the user has a vast expertise about a topic, otherwise, they can be mislead,” says one respondent.

Content designers have nuanced views on AI



"For me, it's mainly used to have an initial idea or reformulate some texts in order to shorten them or to apply a different tone to them, but the final work, from my point of view, should be done always by a human."

Nazaret Caballo Martín
UX Writer & Localization Coordinator, Telefónica



"I think there are ways to let AI handle more of my tedious tasks and help me scale content design with my team that I don't know about yet."

Sarabeth Blum
Senior Content Designer, Spotify



"I'm not working within any specific framework or guidelines. Without any guardrails or guidelines it can be tough to focus the AI on what I'm trying to accomplish."

Heather Crowder
Writer IV, GoDaddy



"I know that it can help me within the UX content field but I'm unsure of how to properly use it to get the most out of it."

Kanishea Jay
Content Designer, Truist Financial



“Using LLMs transforms the craft of content design. Rather than spelling the end, it opens up new possibilities for how we work.”

Jennifer Chandler
Head of Content, Mindset Health

Insight #5: The number of content designers who feel “more hopeful” about the industry is larger than those who do not

The future is bright. Among respondents, 30% said they feel “more hopeful” about the future of the content design discipline after the launch of LLMs. Only 18% said they feel less hopeful. This means that compared to when the current AI craze began in late 2022, 80% of content designers either feel the same or better about the future of the industry.

This positive outlook, alongside the rest of the data gathered in this survey, suggests content designers are developing a mature, nuanced view of how LLMs affect their prospects. Neither a silver bullet for content nor a replacement for human thinking, AI is simply added to the arsenal as another tool. Those who master it will more likely enjoy a brighter future than those who don’t.

18%
feel less
hopeful

30%
feel more
hopeful

80%
feel the same or
better about the
future

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“I never thought I could add AI prompts to a design system. Brilliant!”

Amandine Agić
Lead UX Writer
Sendinblue

Feedback on the UXCC AI workshop