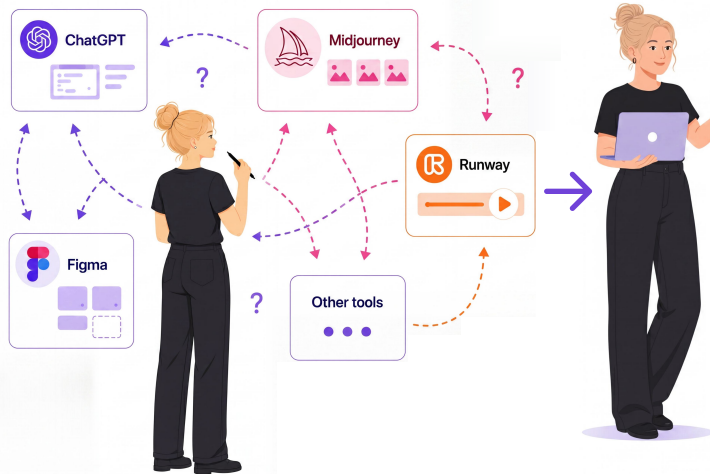


FROM DESIGNER TO SYSTEM ARCHITECT

Designing a node-based brand identity system that structures human-AI co-creation in brand identity development

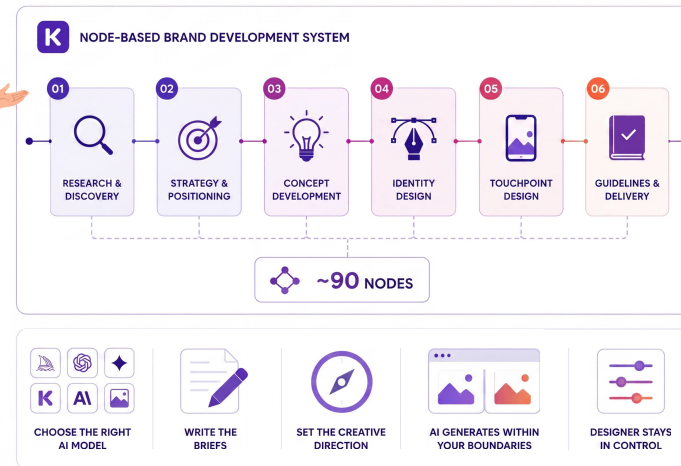
TODAY: DESIGNER AS MAKER

Fragmented tools. Lost context. Strategic drift.



FUTURE: DESIGNER AS SYSTEM ARCHITECT

Connected system. Preserved context. Strategic control.



“ A node-based system can structure human-AI co-creation while keeping the designer’s judgement central.

A role worth claiming

The Finding

The node-based co-creation tool shifts the designer’s role from maker to architect. It does not reduce the role; it elevates it.



Analytical

In the strategy phases, the designer analyses the material the system generates, reading it against the brand.



Curatorial

In the exploration phases, designers recombine and curate AI outputs, exercising judgement the system cannot supply.



Directive

In the identity and asset phases, designers direct the AI through precise prompts, constraints and control points.



Structural

In the final phase, designers assemble everything the system produced and they created into one finished brand system.

The Problem

AI tools work in isolation. Strategy made with one tool is invisible to an image generator in another. Brand decisions are re-entered at every step, causing **strategic drift**, **inconsistency**, and a **loss of designer control**.

The System

A node-based brand identity system built in Krea.ai that connects generative tasks into a structured workflow across six core brand development phases. Around **90 nodes** guide the process from research to delivery. Style Lock preserves visual and strategic consistency throughout.

The Study

Research through Design following the Double Diamond.
Exploratory phase: focus group, literature review & BNO design hackathon.
Evaluation: 6 think-aloud sessions & semi-structured interviews with professional designers.
Analysis: reflexive thematic analysis → 4 key themes.