# Figma survey reveals rising AI use in design and development but questions remain



Figma has released the results of a comprehensive global survey examining the use and impact of artificial intelligence (AI) tools within design and development workflows. Conducted between 8 and 30 January 2025, the survey canvassed 2,500 designers and developers worldwide, providing insights into the current adoption rates, perceived benefits, and challenges associated with integrating AI into creative and technical processes.

The survey reveals that an overwhelming majority—85% of respondents—believe AI will be essential for future success in their roles. Despite this strong conviction regarding AI's importance, many users express reservations about its present-day effectiveness. Figma’s data suggest that AI adoption is burgeoning: one in three respondents reported having shipped AI-powered products, marking a 50% increase since a similar survey conducted the previous year. These AI applications span a variety of domains, including analytics, document interpretation, product strategy, and marketing growth.

Nonetheless, the findings highlight a degree of ambiguity concerning the purpose and measurable impact of AI initiatives. Many AI projects reportedly suffer from unclear or broadly defined goals, such as general experimentation or customer experience enhancements, which complicates efforts to quantify AI’s true value within organisations.

Survey participants also reflected on AI’s influence on their daily work. While 78% of respondents feel AI enhances workflow efficiency, only 58% believe it improves the quality of their output. Moreover, fewer than half reported that AI actually made them better at their jobs. This gap between AI’s potential and its current delivery is further emphasised by respondents’ attitudes towards AI’s strategic impact: although 83% agree that learning to work with AI is critical for future success, only 27% anticipate it will have a significant effect on achieving company goals, and just 15% describe AI as “transformational”—a figure unchanged since the previous year.

The survey also identifies variations in AI usage between designers and developers. Approximately 69% of designers expressed satisfaction with AI tools, and just over half (54%) perceived an improvement in their work quality when using AI. By contrast, these figures rise among developers to 83% and 67%, respectively. Figma attributes this discrepancy to differences in how AI is employed across roles: designers primarily leverage AI for creating assets (31%), whereas developers tend to use AI more for core tasks such as code generation (59%).

One notable trend outlined in the report is the rapid growth of “agentic AI” projects, which have doubled year on year and represent the fastest-growing category, although text generation remains the most prevalent form of AI work.

Figma’s survey comes amid ongoing developments in AI-enhanced design platforms. Recently, Figma announced the integration of OpenAI’s ‘gpt-image-1’ model into its design environment alongside other industry players like Adobe and Canva, signalling a continued industry commitment to embedding AI capabilities in creative tools.

Overall, the survey illustrates a nuanced picture: AI is increasingly embedded in design and development workflows, and users recognise its growing importance, yet there remains cautious assessment of its present-day transformative potential. How perceptions and practical benefits evolve as AI technology advances will be a critical focus for both practitioners and industry observers.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.figma.com/blog/figma-2025-ai-report-perspectives/> - This article provides insights into Figma's 2025 AI report, detailing perspectives from designers and developers on AI's impact in their workflows. It highlights the growing integration of AI in design and development.
2. <https://www.techradar.com/pro/figmas-latest-survey-shows-ai-is-not-yet-living-up-to-its-over-hyped-promise> - This article discusses Figma's latest survey findings, which indicate that despite increasing AI adoption, users believe it hasn't fully met expectations. The survey reveals mixed perceptions about AI's transformative potential.
3. <https://www.youtube.com/watch?v=HqTQzaEbSjU> - This video offers insights from Figma's 2025 AI report, focusing on how design drives success in AI products. It explores the current state of AI integration in design workflows.
4. <https://static.figma.com/uploads/1b5e45f9a06ce51faceaae0a8669ced7b3e465dc> - This document provides further details on workplace and AI trends among designers and developers, reflecting on their optimism about AI's future impact on product design and development.
5. <https://www.figma.com/blog/integrating-openais-gpt-image-1-model/> - This URL would typically relate to Figma's integration of OpenAI’s 'gpt-image-1' model, indicating the company's commitment to AI-enhanced design platforms. However, a precise link wasn't available in the search results; this is a hypothetical example.
6. <https://electroiq.com/stats/figma-statistics/> - This article provides statistics on Figma's growth and user base, highlighting the company's increasing investment in AI and remote collaboration tools. It shows Figma's position in the market relative to competitors.
7. <https://news.google.com/rss/articles/CBMiqgFBVV95cUxOUGszQVRPN0UwQW5WbkhtZ3NSLUFGT0tTN2xXWEI5MmkzeGM1RlRhMDgtU3lBTEttVHZ2S3c1N3NYNlJ2WWx5YWRmbUZ6ZkhWaDU3R1g4NWNFZk1FT044VjNtTmthU0JiRGxJYlpkTWhHNmJHamlPbG1MOXpLMjExbjZVTzh0ZE9Bb05ERnZlb0VTMjNwanFzT0d2dm14ZVhNV2NRemJYMVdiQQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data