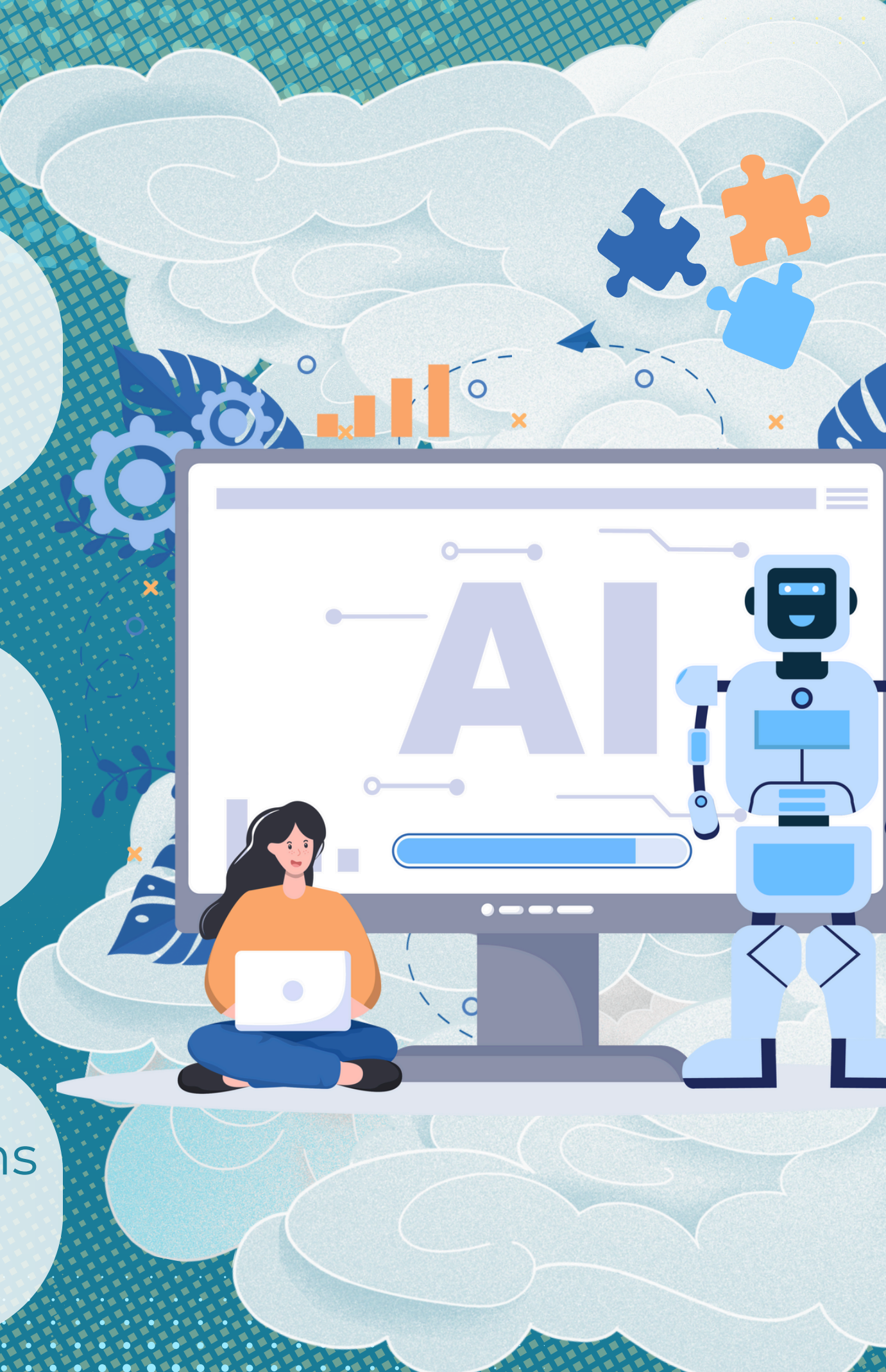# Designers Embrace AI with Caution, Report Positive ROI

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98% Of designers report daily workflow changes due to AI

91% Report positive ROI from AI tools

93% Trained on AI tools

81% Limited to pre-approved AI tools by employer

72% Of creative directors view AI as assistive technology

68% Prefer to keep final decisions human, not automated
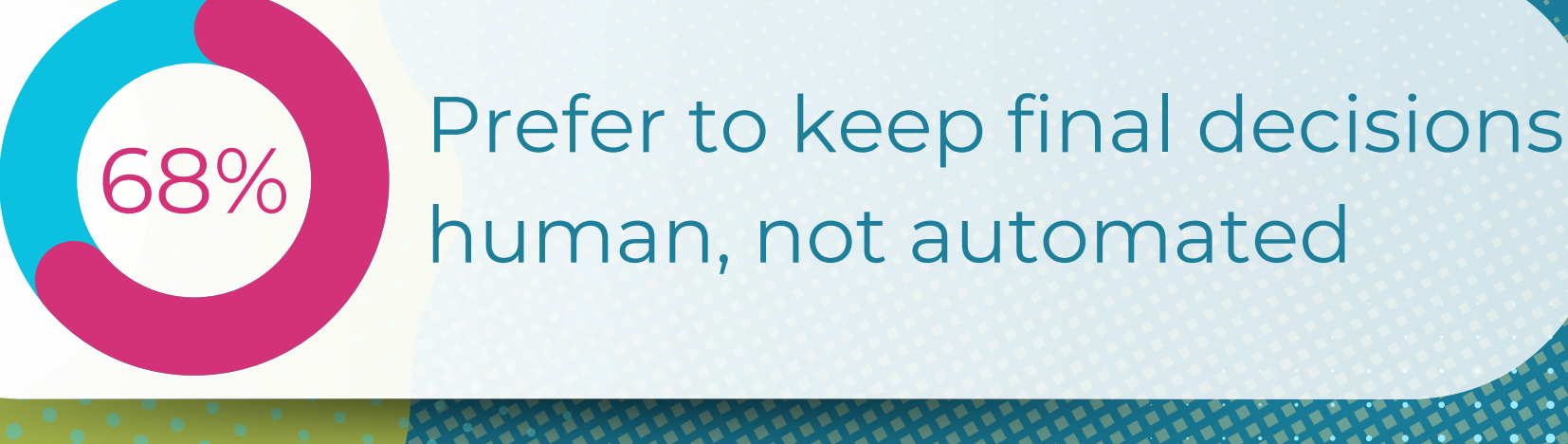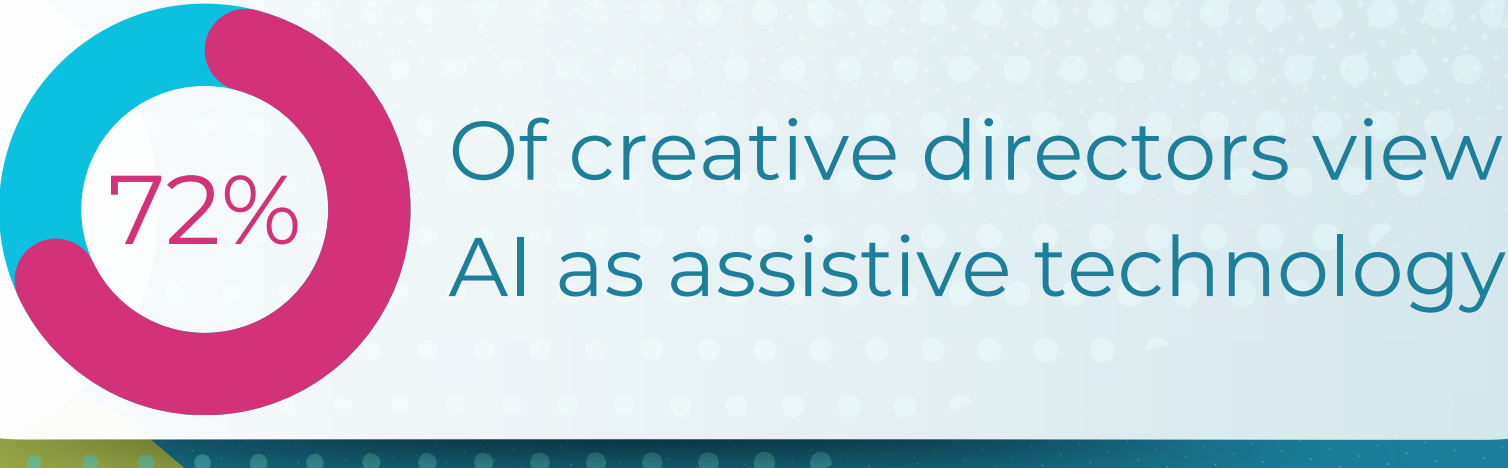
Human vs AI Preference

Who Prefers AI Designs?

Junior Designers	52%
Senior Designers	41%
Directors	33%
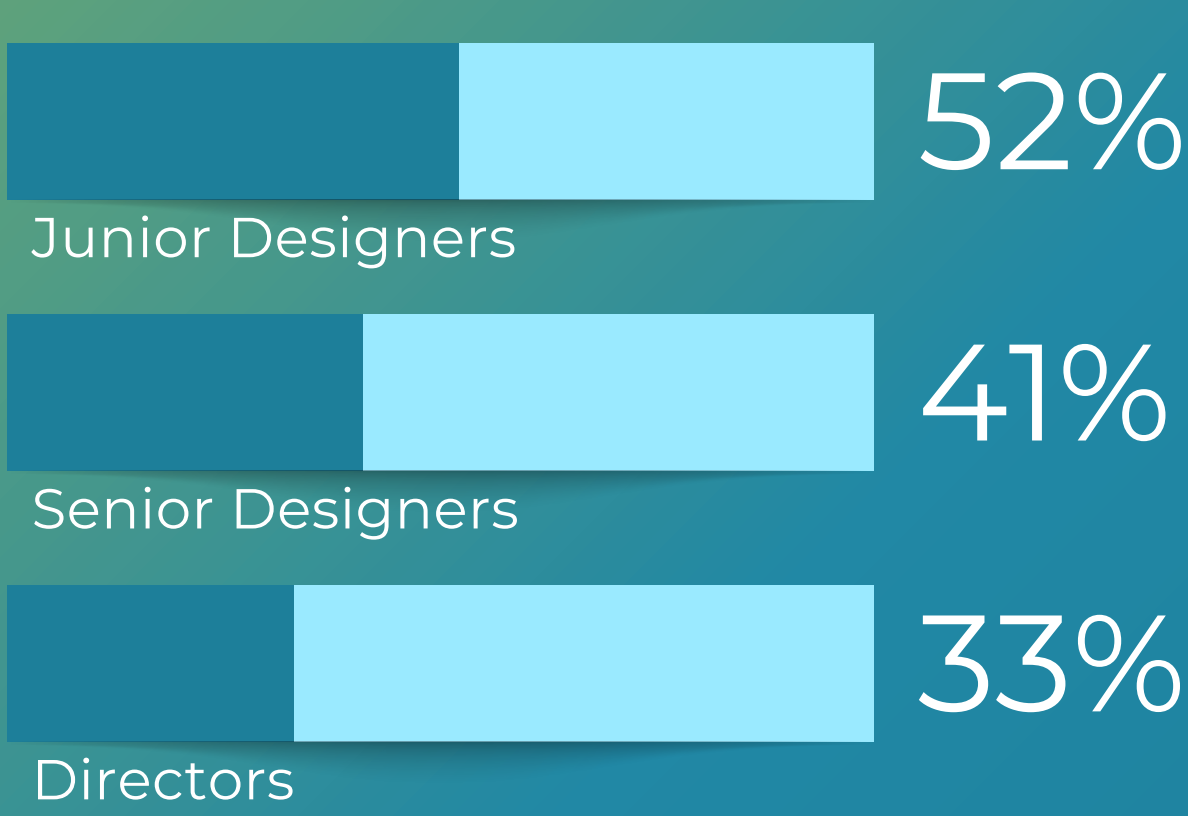
Ethics & AI
Is It Ethical To Use AI In Design?

- 11% Neutral
- 24% Unethical
- 65% Ethical
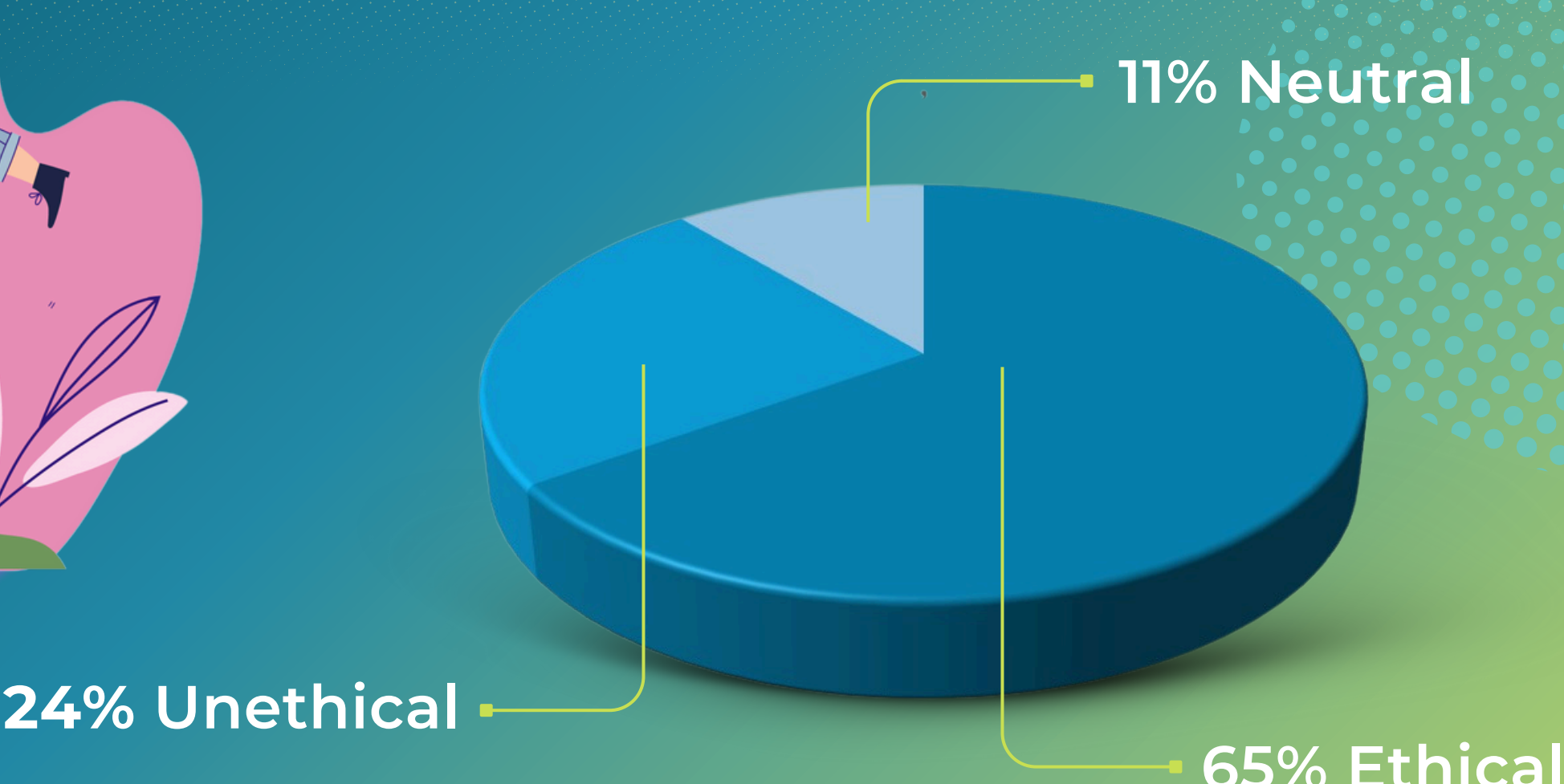
Ethical Concerns About AI

	Very Concerned	Somewhat Concerned	Not Concerned
Copyright & Ownership	55%	39%	6%
Originality	46%	42%	12%
Bias	33%	55%	12%
Privacy	41%	47%	12%

0   20   40   60   80   100

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