

KNOW MORE ABOUT

UX Aesthetics: Visual Evolution and the Future with AI

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INTRODUCTION

User experience (UX) is about more than just functionality: it's also about perception, emotion, and aesthetics. Since the early days of personal computing, interfaces have evolved to become not only more useful, but also more enjoyable and meaningful. In this article, we explore the timeline of key UX aesthetics, how they've shaped the way we interact with technology, and how artificial intelligence is poised to reshape this visual universe.

USES OF UX AND UI IN A WEB SITE

These slides were made by FIGMA, using a template provided.

PSYCHOLOGY

USABILITY

AUDIT

ACCESSIBILITY

COLORS, SHAPES AND TYPOGRAPHY

INTERACTION

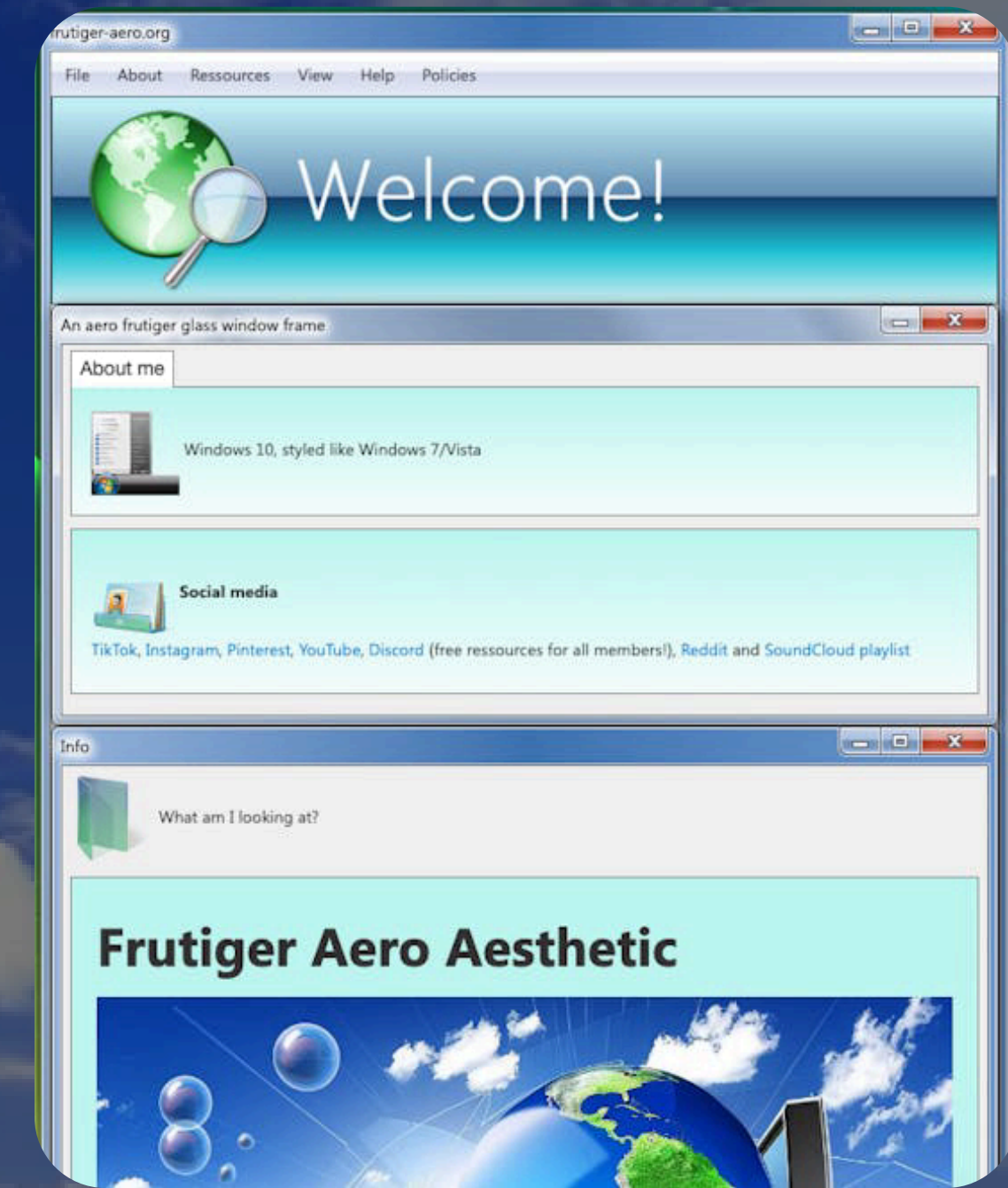
FEEDBACKS

Frutiger Aero 1999 - 2005

A style full of glows, transparency, light effects, and nature-inspired elements.

It conveyed optimism, modernity, and a friendly view of technology.

Prominent in Windows XP and Sony Ericsson interfaces.



Skeuomorphism 2005–2012

Designs that imitate real-world objects to create familiarity.

Heavily used by Apple in early iOS versions.

Objective: Help the user understand digital through physical visuals.

Transformation: Became obsolete as the digital audience matured — realism became unnecessary and visually outdated.





2012 - 2017

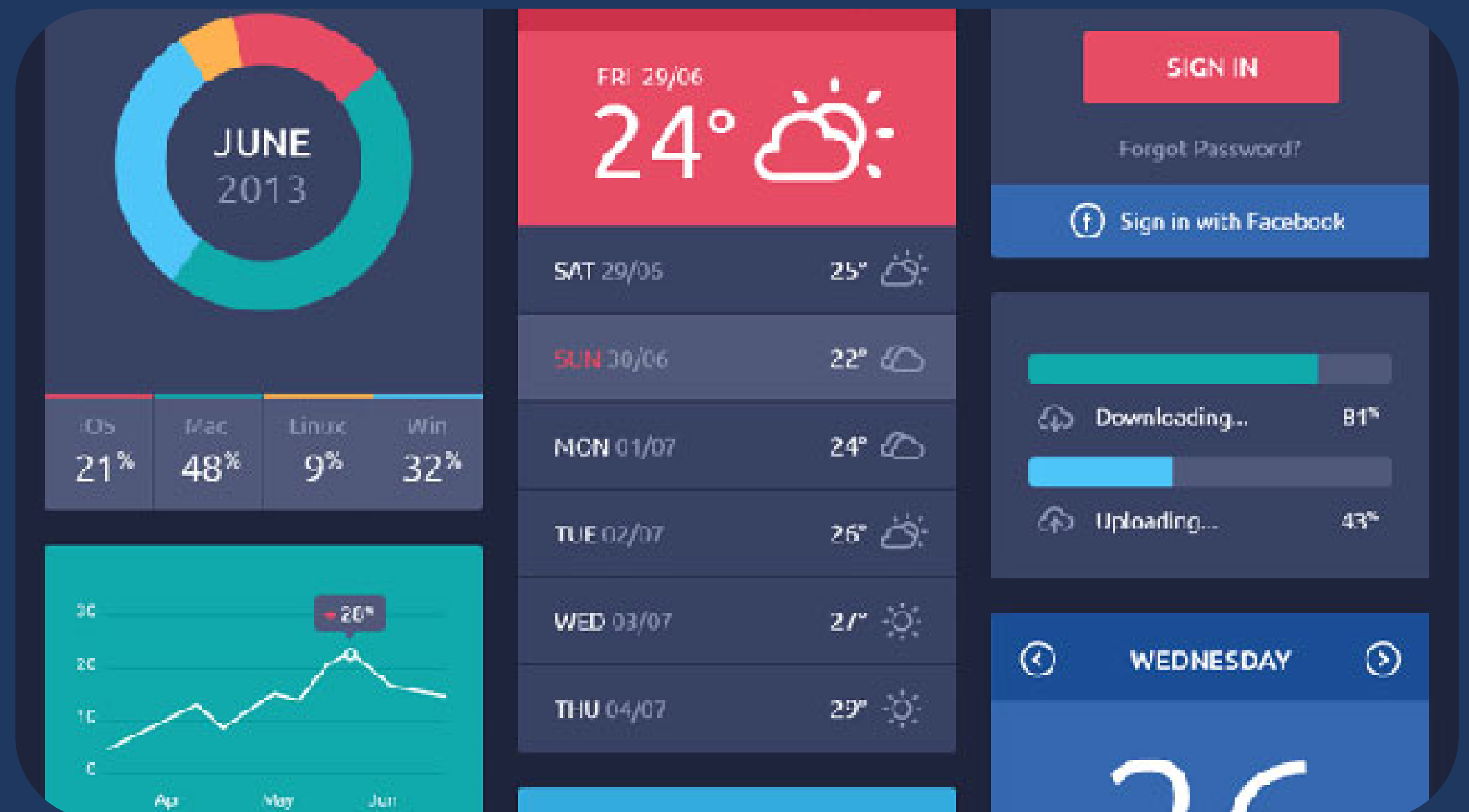
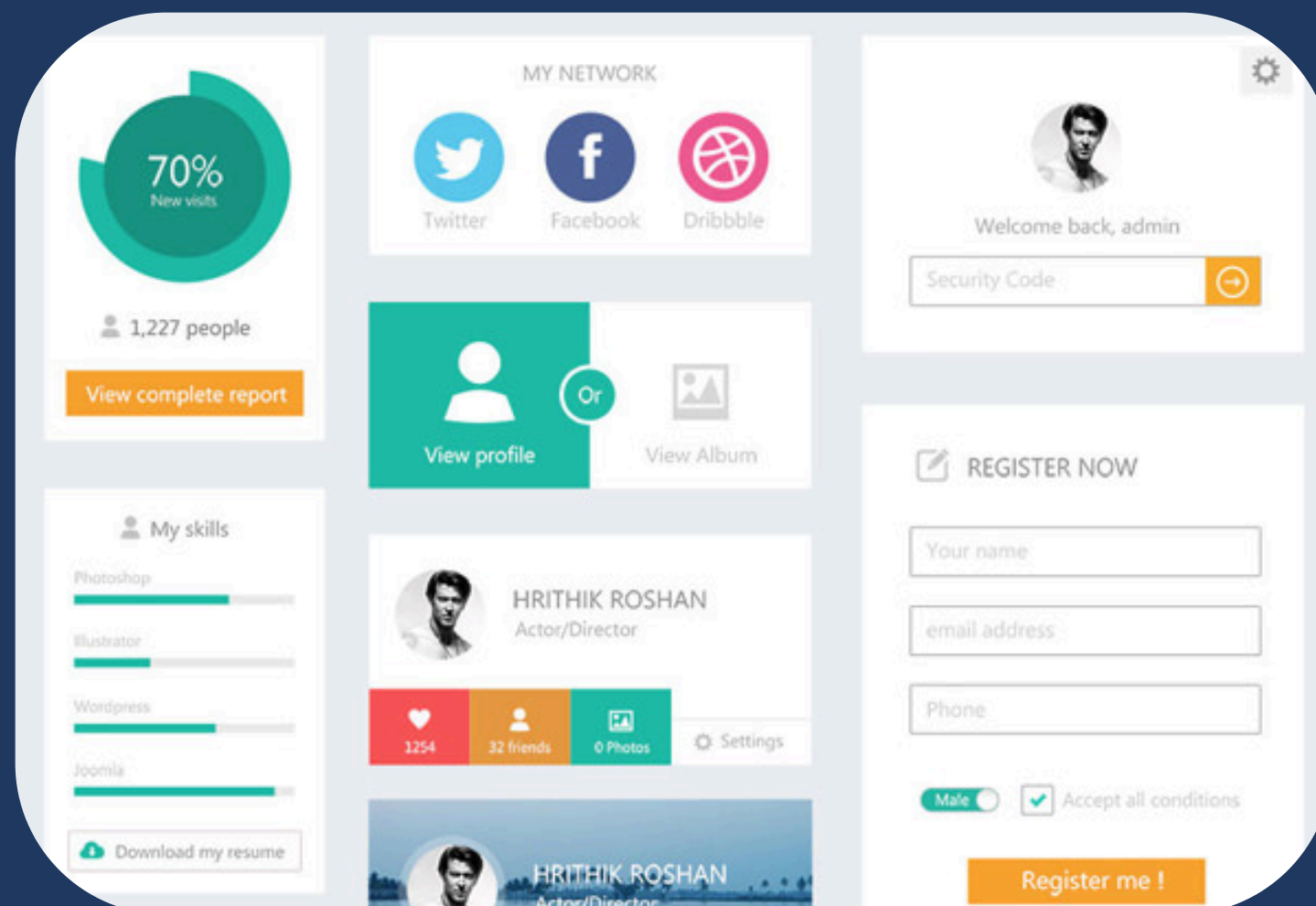
Flat Design

Minimalist aesthetic with no shadows or textures. Focused on clarity, functionality, and responsiveness.

Championed by Microsoft's Metro and Google's Material Lite.

Transformation: It ended up being criticized for being excessively flat and unintuitive (it lacked visual hierarchy and tactile feedback).

This style is used until nowadays, mainly in dashboards focused on industrial and professional presentations. Inspirations for BI Professionals, because of the graphs and elements



Material Design

2014 - Present

Created by Google to bring depth through layers, motion, and shadows.

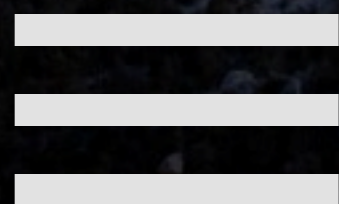
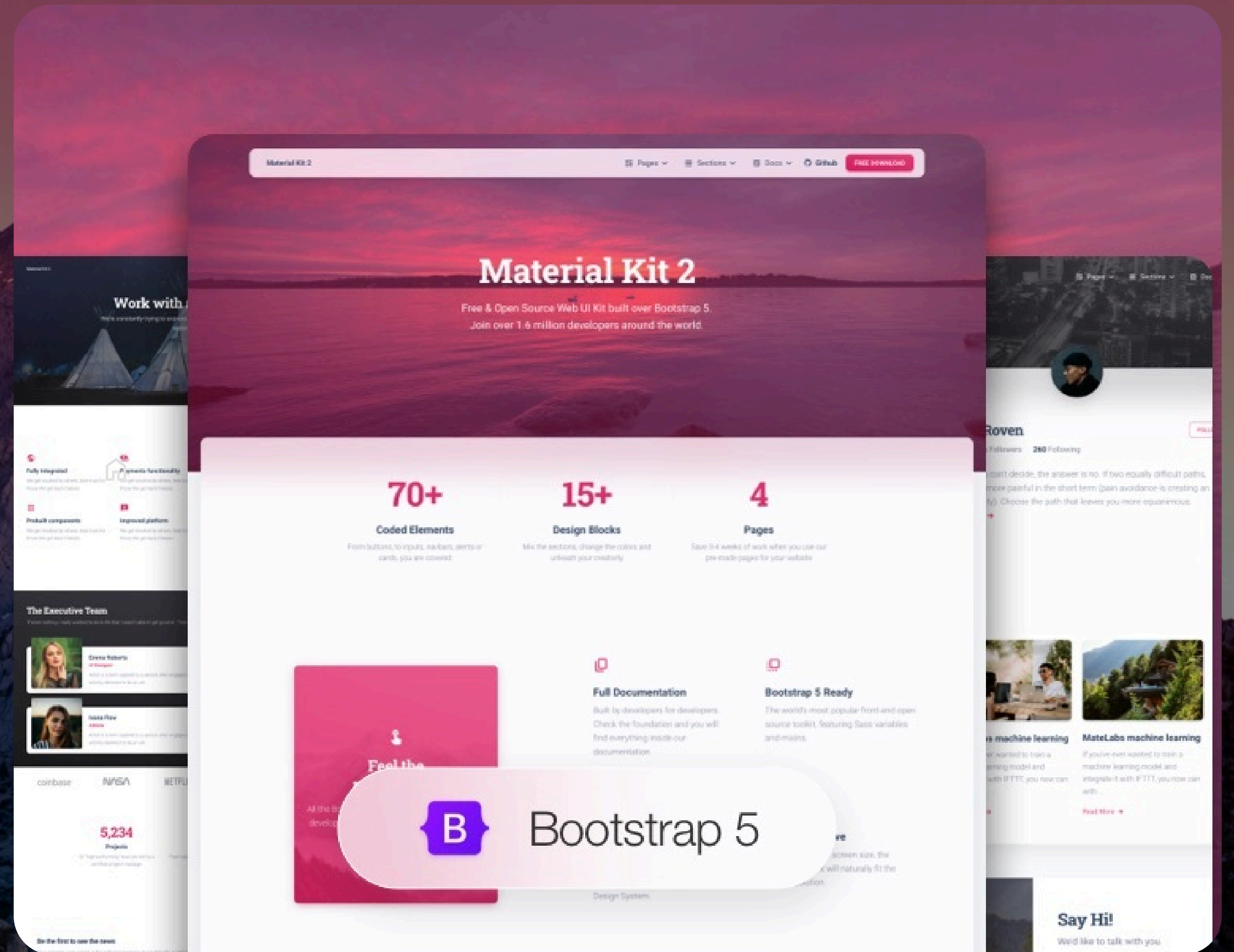
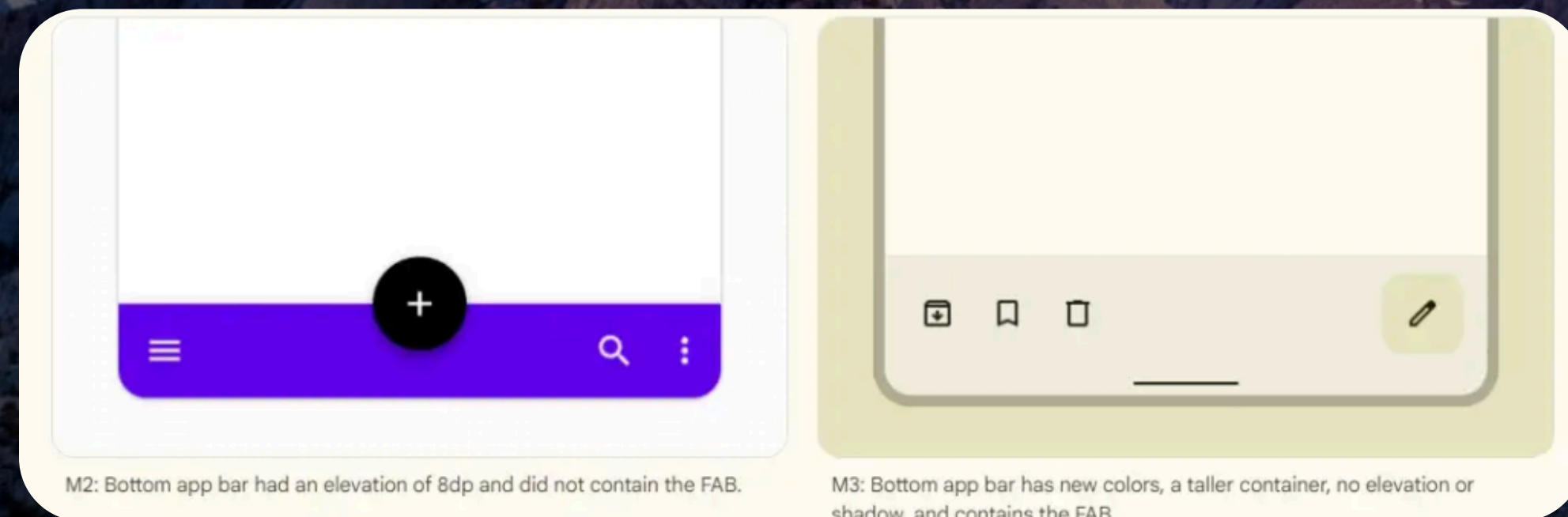
Balances simplicity and hierarchy.

Offers consistency across platforms.

It came with Bootstrap 4 and 5, new era for designers and front-end devs.

There's many uses for this style: schools, bussiness.

Transformation: Still widely used, but evolving into a more fluid and dynamic aesthetic with the arrival of AI.



2020–2022

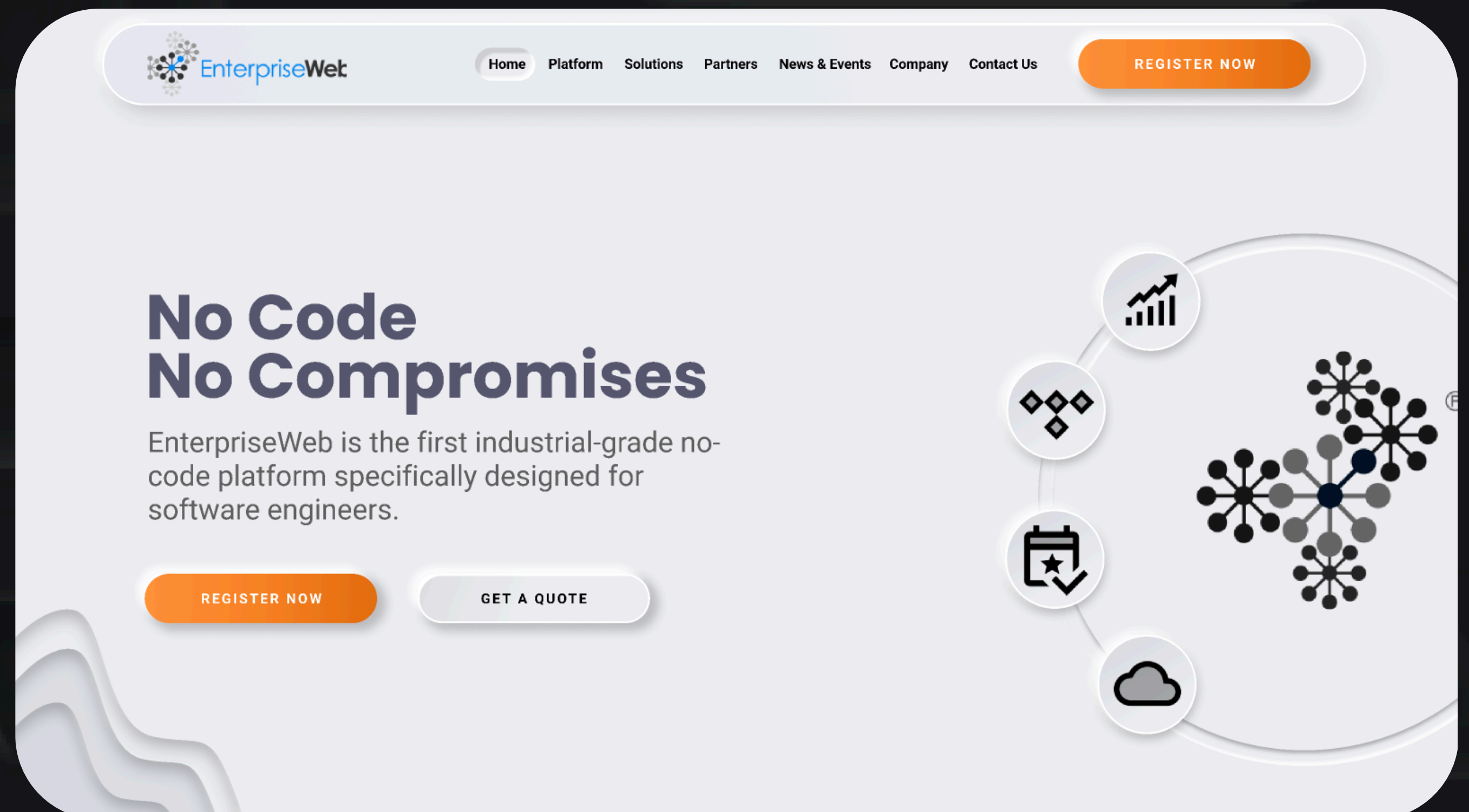
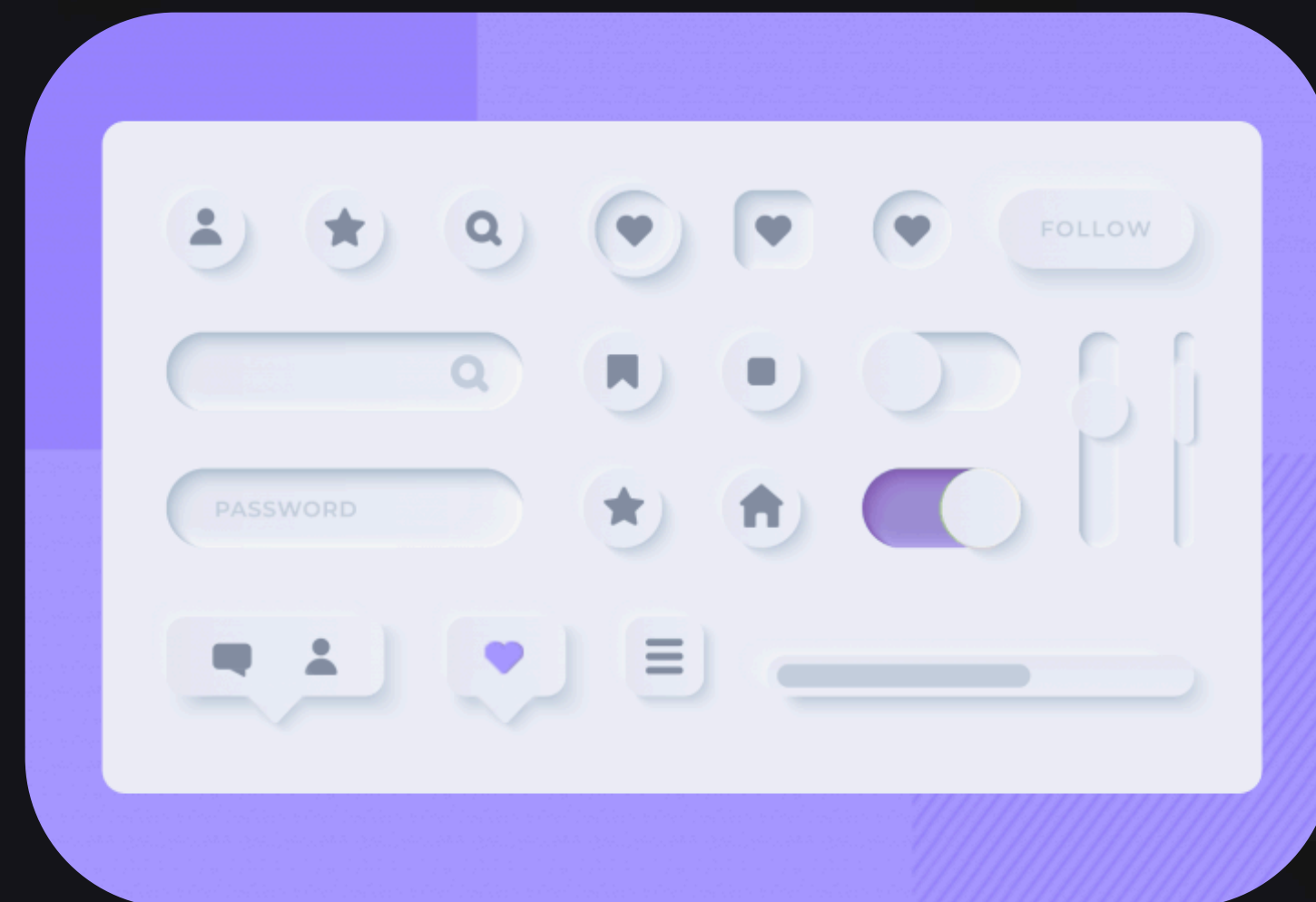
Neumorphism

Soft, embedded visuals with inner and outer shadows.
A tactile feel that mimics buttons and surfaces.
Visually appealing but weak in accessibility and contrast.



Problem: Poor accessibility (low contrast) and technical complexity.

Transformation: It became a passing trend, but it influenced the emergence of new visual hybrids.



Glassmorphism

2014 - Present

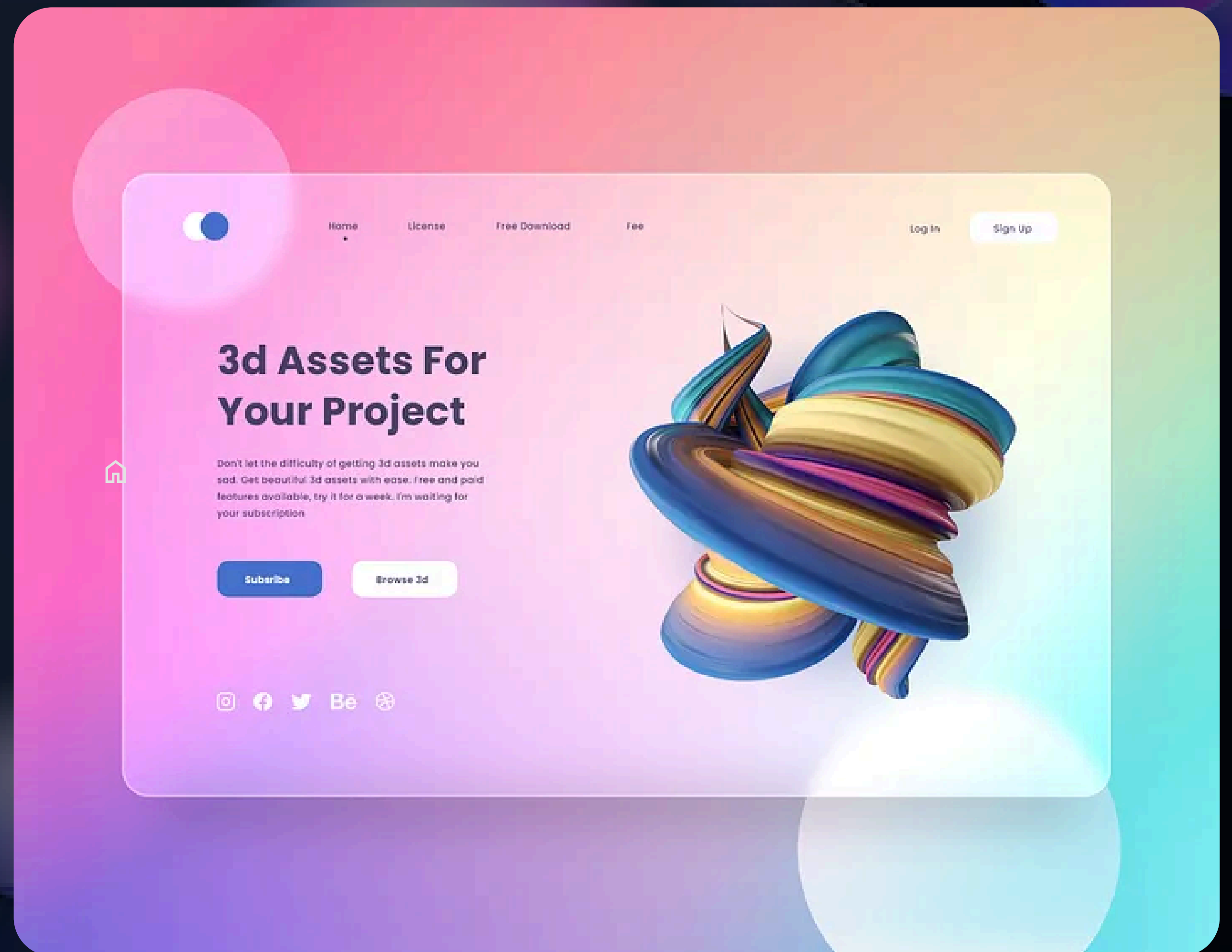
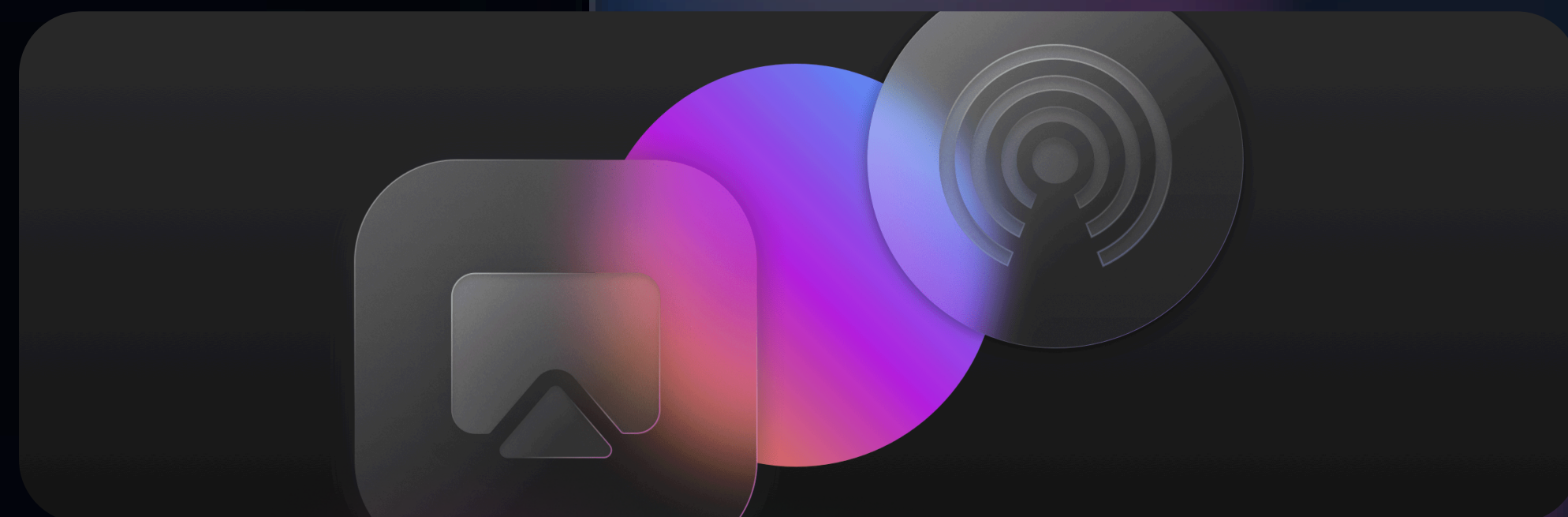
Frosted glass effects, transparency, and blurred backgrounds.

Creates depth with elegance.

Seen in iOS, macOS, and modern dashboard UIs.

Goal: Visual lightness, elegant visual layers, futuristic aesthetics.

Transformation: It is being combined with elements of dynamic realism and adaptive minimalism.



UX Trends and How Artificial Intelligence Is Shaping the Future of Interface Design

As user expectations evolve and digital experiences become more deeply embedded in daily life, UX design is undergoing a profound transformation. At the core of this change is artificial intelligence (AI), which is redefining not only how interfaces look and feel but how they adapt, think, and respond. Below are the key trends shaping the future of UX — and how AI is set to accelerate and enrich each one.

Adaptive Interfaces (Dynamic UX)

HOW DOES IT WORK?

Interfaces are no longer static. In the future, they will dynamically adjust based on the user's behavior, preferences, environment, or even emotional state. **AI's Role:** Machine learning algorithms can analyze user interaction patterns in real time to customize the UI — from layout and color schemes to button size and navigation paths — providing truly personalized experiences.

Emotional Design and Neurodesign

HOW DOES IT WORK?

The next evolution of UX focuses on how interfaces make users feel. Neurodesign applies psychological principles and cognitive science to create interfaces that are emotionally resonant. **AI's Role:** Emotion-detection systems, powered by computer vision and sentiment analysis, will allow interfaces to respond to facial expressions, tone of voice, or click patterns, adjusting the experience to calm frustration or enhance delight.

Predictive UX

HOW DOES IT WORK?

Rather than reacting to input, interfaces will anticipate the user's next move. **AI's Role:** Predictive models will use past behavior, time of day, context, and other signals to suggest actions — such as autofilling forms, recommending next steps, or preloading content — before the user even makes a request.

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AI-Assisted UX Design (Co-Creation Tools)

HOW DOES IT WORK?

Design is becoming a collaborative effort between humans and machines.

AI's Role: Tools like Figma AI, Uizard, Galileo, and Framer use generative AI to transform text descriptions into wireframes, design components, or even production-ready code — accelerating workflows and democratizing design.

Conversational UX and Generative AI

HOW DOES IT WORK?

Conversational interfaces (chatbots, voice assistants) are evolving from scripted tools to intelligent companions.

AI's Role: Generative AI enables interfaces to hold contextual, human-like conversations. It also assists designers by generating conversation flows, text content, and even interface elements based on natural language prompts.

Automated Accessibility and Inclusion

HOW DOES IT WORK?

Inclusive design is no longer optional — it's foundational.

AI's Role: AI can detect when users may need accessible formats and automatically adjust visual contrast, text size, or enable screen reader functionality. It can also evaluate and improve accessibility during the design process.

AI is not replacing designers — it's enhancing them. By automating routine tasks, detecting patterns at scale, and enabling real-time adaptation, AI is turning UX into something fluid, invisible, and emotionally intelligent. The next generation of digital products will not only look good — they will feel right.



Why AI won't replace UX designers: A scientific and strategic perspective from an IT student



AI + Human?

CONCEPTUAL FRAMEWORK: DESIGN THINKING (TIM BROWN, IDEO)

UX design is strategic, not just visual

UX design is a process that includes:

- Empathizing with users
- Defining real user problems
- Ideating unique solutions
- Prototyping and testing with real people

Each of these phases involves tacit knowledge, emotional intelligence, and ambiguity resolution — all of which are fundamentally human.

AI can assist in prototyping and even in ideation (suggesting variations), but it cannot define the right problem to solve, nor can it understand subtle user motivations. It lacks lived experience, ethical judgment, and long-term product vision.

Psychological Basis: Embodied Cognition

Our understanding of the world is shaped by physical experience — what we see, touch, feel, and live. Design choices are informed by cultural narratives, social context, and personal memory

AI doesn't "live" experiences — it only processes language and data. It cannot understand why a red button may invoke danger in one culture and celebration in another. Human designers bring cultural intelligence that cannot be trained into models.

IHC

HUMAN-COMPUTER INTERACTION (HCI) PERSPECTIVE

UX DESIGN REQUIRES DEEP USER EMPATHY. TOOLS LIKE PERSONAS, USER JOURNEY MAPS, AND USABILITY TESTING EXIST PRECISELY BECAUSE UNDERSTANDING HUMANS IS COMPLEX AND MESSY. MOREOVER, ETHICAL CONCERNS — SUCH AS DATA PRIVACY, INCLUSIVITY, AND BIAS — REQUIRE HUMAN OVERSIGHT.

AI IS AMORAL BY DEFAULT — IT FOLLOWS STATISTICAL PATTERNS, NOT ETHICAL FRAMEWORKS. DESIGNERS ARE ESSENTIAL TO EMBED MORAL VALUES, ENSURE FAIRNESS, AND DESIGN FOR VULNERABLE POPULATIONS.

THE FUTURE ROLE OF DESIGNERS
RATHER THAN REPLACING UX DESIGNERS, AI WILL:

- AUTOMATE LOW-LEVEL TASKS (LAYOUT GENERATION, A/B TEST SUGGESTIONS)
- SPEED UP PROTOTYPING AND DESIGN DOCUMENTATION
- GENERATE INITIAL IDEAS FOR INSPIRATION
THIS FREES DESIGNERS TO FOCUS ON STRATEGY, INNOVATION, AND HUMAN CONNECTION.

AI is a powerful assistant, but it lacks the very core of UX: the human factor. The future of design isn't machine vs. human — it's human + machine. The most successful designers of the future will be those who embrace AI as a partner, not a competitor, and use it to amplify their creativity, empathy, and impact.

