

## “SELECTION AND JUSTIFICATION OF SOFTWARE FOR THE DESIGN OF A UNIVERSITY DEPARTMENT HISTORY WEBSITE”

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Keywords: Generative artificial intelligence, Figma, Claude, Gemini.

Generative artificial intelligence has rapidly transformed the toolset of modern web and interface design. Throughout 2025–2026, a new generation of AI-powered design tools has entered the market. They allow designers to move from static mock-ups to so-called “prompt-first” design, in which functional web interfaces are generated directly from natural-language descriptions. The choice of an appropriate tool has therefore become a key methodological decision for any design project.

The task addressed in this study is the design of a multi-page website dedicated to the history and present-day life of the Media Systems and Technologies Department at Kharkiv National University of Radioelectronics. The goal is non-trivial. The aim is not only to produce a static mock-up, but to deliver a fully working, publicly accessible website. The project must be built by a single student-designer who has only basic programming skills. This requirement narrows the range of suitable tools significantly.

Classical design editors such as Adobe XD, Sketch, Penpot and the conventional Figma editor have been considered first. The conventional Figma editor remains the de facto industry standard and was used in all comparable diploma works of the department in 2022–2023. However, none of these tools satisfy the goal on their own. Their output is a static prototype that still requires separate front-end development.

A second tier of analysis covers contemporary AI-driven tools: v0 by Vercel, Lovable, Bolt.new by StackBlitz, the recently released Pencil by High Agency, and Figma Make by Figma. The first three tools are oriented primarily towards developers. They assume a working knowledge of React or similar frameworks. Pencil offers an attractive concept that combines a design canvas with

AI generation, but it lacks built-in publishing and remains in early development.

Figma Make has been selected as the optimal tool for the project. It is part of the unified Figma ecosystem and has a low entry threshold for designers. The tool allows the user to choose between several large language models — Gemini 3 Flash, Gemini 3.1 Pro, Claude Sonnet 4.6 and Claude Opus 4.6. The choice depends on the required balance between generation quality and credit consumption. In the present project, Gemini 3.1 Pro is used as the principal model. Claude Sonnet 4.6 is employed for tasks that demand stricter prompt adherence. This combination fits within the 3 000 monthly credits provided by the educational subscription. Figma Make also supports image references, the Point and Edit tool for direct adjustment of selected element properties, manual editing of the underlying React code, full version history, and one-click publishing of the resulting website to a figma.site subdomain.

The selection of Figma Make for the described project reflects the current state of the design industry, in which AI tools quickly become part of the standard professional toolkit. The chosen approach shows that an AI-driven workflow allows a single student-designer to deliver a complete, publicly accessible multi-page website while remaining fully within the design domain.