

PICTOR: DAM SYSTEM WITH AI DESIGN ASSISTANT



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Team Digital Meridian

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1 Background & Motivation

In the digital age, brands must evolve quickly to stay relevant, yet building cohesive design systems is still a labor-intensive, manual process.

Project Pluto repeatedly runs into two key challenges:

- **Adapting existing brand assets:** Clients often bring fragmented materials like PDFs or pitch decks. Converting these into a consistent, functional Figma design system takes time and leaves room for errors.
- **Creating new brand identities from scratch:** For startups and rebranding projects, designers invest significant effort in analyzing briefs, developing mood boards, and manually stitching design elements into a unified system.

2 Objectives

- Automates the creation of Figma design systems from existing documents and creative briefs.
- Speeds up brand development by cutting down manual work and turnaround time.
- Ensures consistent visual identity through intelligent extraction and standardization of design elements.
- Frees designers to focus on strategy and creativity instead of repetitive setup tasks.

Key Features 3

AI engine

- **Design analysis:** Extracts logos, colors, fonts, and tone of voice from docs and mood boards.
- **Inspirations Finder:** Find online design inspirations.
- **Smart suggestions:** Generates palettes, typography, and imagery from briefs and mood boards.
- **Guideline generator:** Builds a live brand site with rules, examples, and Figma libraries.

Figma plugin: Instantly creates styles and components from AI-analyzed assets.

Web platform: Upload assets, refine outputs, and manage brand guidelines in an interactive UI.

5 Architecture & Design

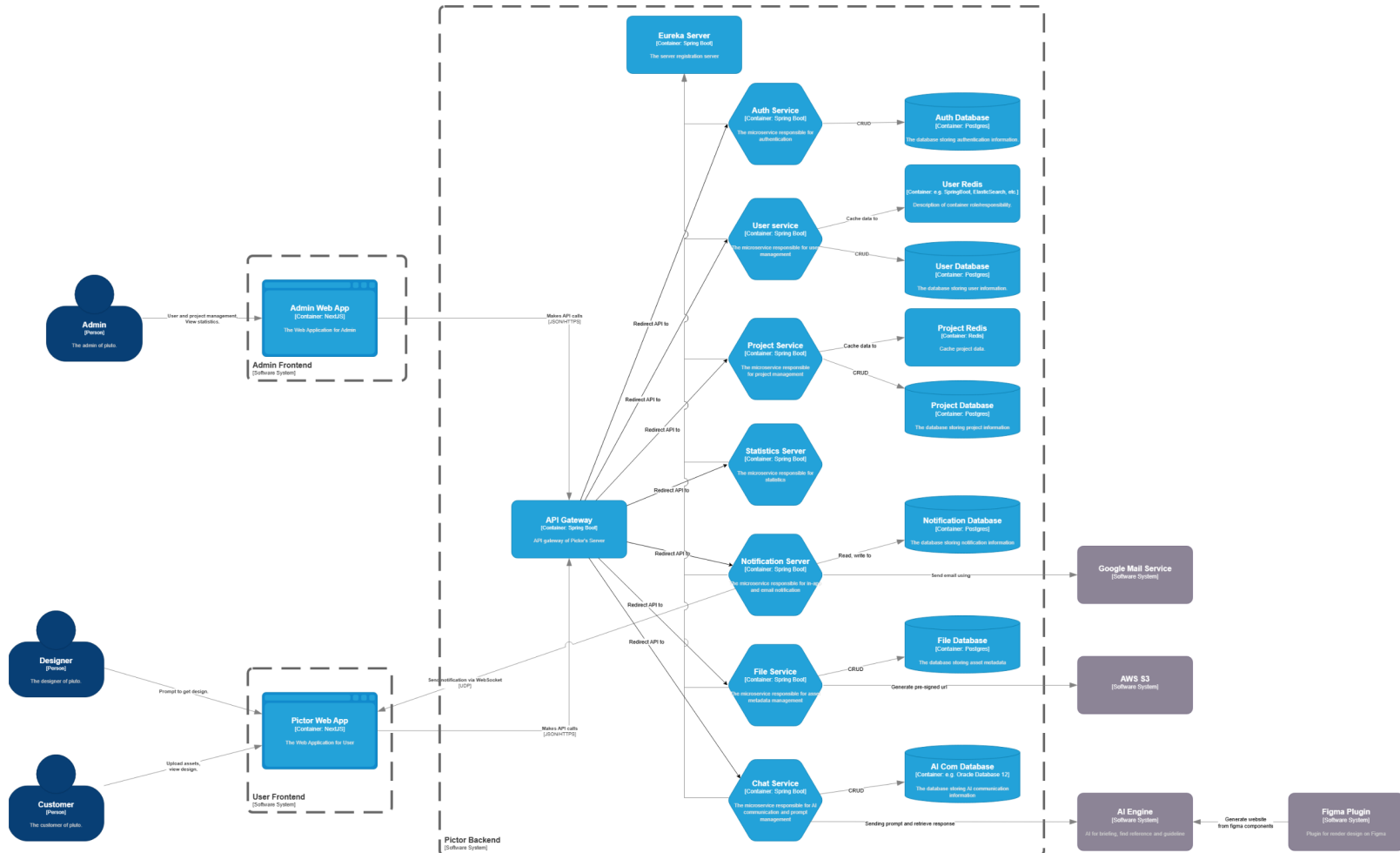
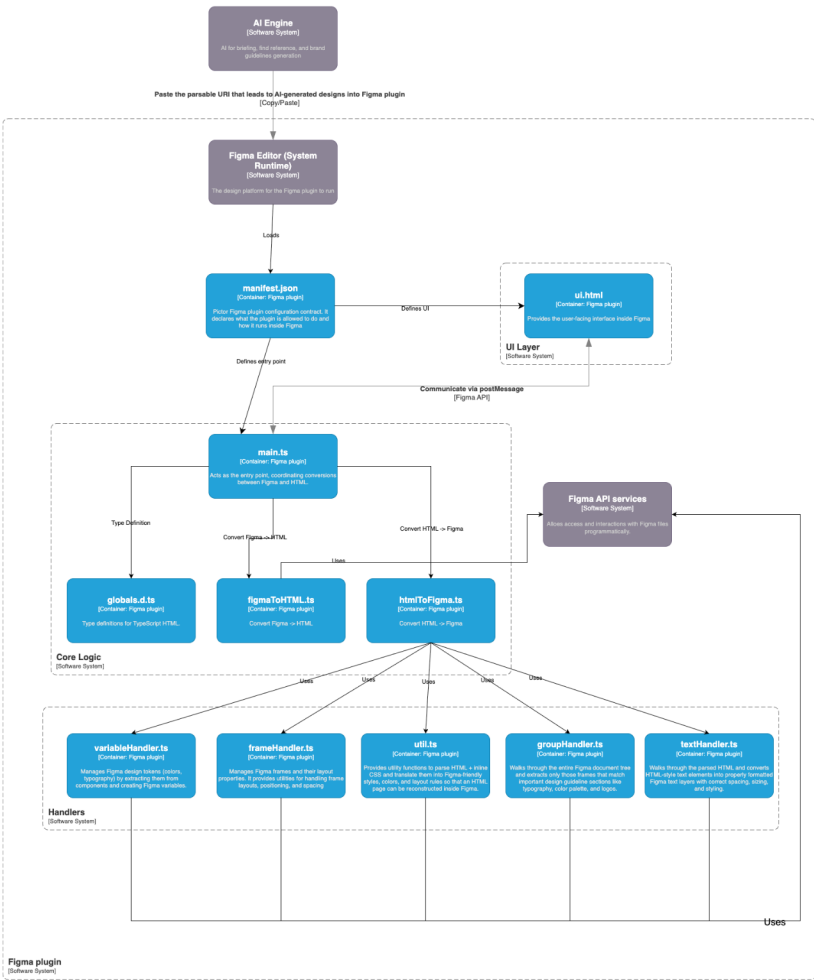
Pictor system is a cloud-native, microservices-based platform that supports multiple users.

Frontend applications are deployed on Cloudflare and connect to backend services on AWS EC2 through a secure API gateway.

The backend is composed of independent microservices with dedicated databases, coordinated via Eureka for dynamic service discovery. Core services manage authentication, user accounts, projects, and statistics.

Additional services extend functionality: the Mail Service integrates with Gmail, the File Service stores assets in AWS S3, and the Chat Service uses WebSockets with OpenAI to deliver real-time design prompts.

A Figma plugin allows designers to convert designs into reusable components and brand guideline sites.



4 Technologies



6 Demonstration snapshots

