

Design Tuner App

Stop re-prompting to fix a design and instead have Claude build you a slider page, tune it by hand, then export the settings as JSON.

01 When to use this

Use this right after your first rough render looks structurally close but visually wrong. It is the highest-leverage move in the whole creative build. Reach for it any time you catch yourself typing 'make the gradient a bit darker' for the third time.

02 The prompt

The structure is right but the look is not there yet. Do not try to fix this by regenerating.

Instead, build me a local HTML page that lets me tune the design by hand with live preview. Single file, opens in my browser, no build step, no server.

Expose a slider or dropdown for every knob you are using to render this ad:

- Gradient angle
- Gradient style: linear or radial burst
- Font family: give me **<NUMBER>** high-end options, not system defaults
- Font size
- Letter spacing
- Line height
- Content padding X
- Block gap
- Grain amount
- Grain size
- Grain blend mode: overlay, soft-light, multiply
- Grain seed
- Call to action style: pill button or plain text
- Call to action text
- Wordmark size

Rules:

1. The preview updates live as I drag. No refresh.
2. Render at the real ad dimensions so I can judge it honestly.
3. Add an Export Settings button that dumps the current state as JSON I can copy.
4. If any knob you use internally is missing from this list, add it. I want every variable exposed.

Once I hand the JSON back to you, treat it as the locked visual profile for **<PRODUCT_NAME>** and render every future ad against it.

03 What it is actually doing

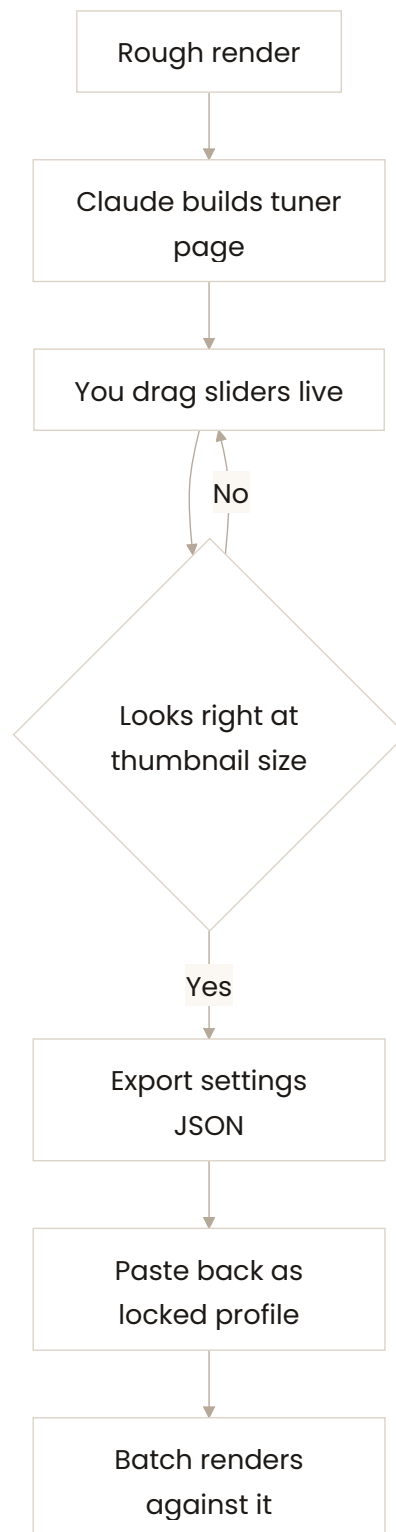
Design feedback in words is slow and lossy. You say 'warmer', Claude guesses, you say 'not that warm', and you burn twenty minutes on one image.

A slider does that job in two seconds. So you ask Claude to stop being the designer and become the tool builder. It writes a small web page where every setting it uses under the hood becomes a control you can drag.

Now you are the designer. You drag the gradient angle until it feels right. You bump the letter spacing. You watch the ad change in real time. This is fast because your eyes are far better at judging a design than your words are at describing one.

The export button is the part that actually matters. When it looks right, you press it and get a block of JSON. That JSON is the whole design, written down as numbers. You paste it back to Claude and say 'this is locked'. From that point on, taste is no longer a fuzzy variable. It is a config file. That is the only reason a batch of 50 or 500 ads can come out consistent.

04 How it flows



05 Step by step

01 Refuse the re-prompt

The moment you want to tweak a visual detail, do not describe the tweak. Ask for the tuner instead. One build replaces dozens of correction rounds.

02 Demand every knob

Tell Claude explicitly that any variable it uses internally must appear as a control. Hidden variables are the ones that drift later.

03 Ask for real fonts

Nick asked for 20 high-end font options because the default font made the wordmark blend into the background. Name a number so you get a real menu, not two choices.

04 Add what is missing mid-build

Nick noticed the first version had no noise and asked for grain to be added while the tuner was still open. Treat the tuner itself as editable.

05 Tune for the phone, not the desktop

Nick tightened letter spacing and pushed the overall scale up, because the biggest problem with ads is that people just cannot see them on a small screen. Judge it at thumbnail size.

06 Export the settings

Press the export button and copy the JSON. This is your visual profile. Save it somewhere you can find it again.

07 Paste it back and lock it

Hand the JSON to Claude and say these are the locked settings for this brand. Every batch from here renders against that file.

06 Words explained

Procedural knob

One setting the render code reads, like gradient angle or grain amount. Change the number and the picture changes in a predictable way.

Grain

Fine noise laid over an image. It stops a flat gradient from looking cheap and digital.

Blend mode

The rule for how one layer mixes with the layer under it. Overlay, soft-light, and multiply each darken or brighten in a different way.

Seed

A number that decides a random pattern. Same seed, same grain, every time. It is how you make randomness repeatable.

Wordmark

Your brand name set as type, used in place of a logo image.

Visual profile

The exported JSON. A written record of every design decision, so the look survives past this one conversation.

07 Watch out for

- If you leave a knob out of the tuner, it stays hidden and quietly drifts across the batch later.
 - The first tuner Nick got had no grain at all, so the ads looked flat. Ask for grain by name.
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- Default system fonts make the wordmark disappear into the design. Ask for a real font menu up front.
- Judging on a big monitor lies to you. Shrink the preview to phone size before you lock anything in.
- Do not skip the export. If the settings only live in the browser, closing the tab throws the work away.

08 How it connects

Creative Pipeline Kickoff

The kickoff produces the rough render that this tuner exists to fix.

Batch Generation and Contact Sheet

The exported JSON is the input the batch step needs. Without a locked profile, 50 ads come out 50 different ways.

Compositing vs Direct Generation Models

The tuner only works on the compositing path, where every element is a knob you control. A pixel-generating model has no sliders.

Compounding Failure in AI Pipelines

You keep the judging step. Claude executes the render, you decide when it looks right, so taste never becomes a probabilistic step.

Credit. Framework and approach by Nick Saraev, from the tuner-app segment of the creative generation build in his Zero to One course on Claude Code for marketing. Written up for the Kape vault by BrewedOps.