

From code to design: *my workflow with Claude Code skills*

I installed six skills, ran a real block of my own website through them and compared before and after. What worked, what turned out to be unnecessary, and where you should start.

READ 9 MIN FOR DESIGNERS, MARKETERS AND ANYONE BUILDING WEBSITES WITH AI

MY SKILL CHAIN

Design DNA

break down references

Impeccable

critique the structure

Three.js

only when 3D adds meaning

GSAP

motion and sequence

Motion Design

how motion feels

Genjutsu

micro-interactions

6

skills in the workflow

5

tested in practice

1

real block of the GENTERRA site

2%

ceiling for the accent colour

The site worked, but it looked cheap

I built my GENTERRA website together with Claude. It is fast, responsive and everything clicks. But at some point I looked at it through a client's eyes and saw that many blocks looked like a template: identical cards, small text, nothing for the eye to hold on to.

Claude writes great code, but a working page is not the same as a well-designed one. So I installed skills that give the model a designer's and a motion designer's method, and tested them on one real block: "Nine workshops — one pipeline" from my Content Factory page.

Skills don't make design beautiful automatically. They give the model a method. The goal, the taste and the brand are mine.

Not a magic button, but a specialist's playbook

A skill is a folder with a `SKILL.md` file: rules, techniques and sometimes helper scripts.

When a task matches the skill's topic, Claude opens the instructions and works by them — like a designer relying on their own playbook.

How I installed them:

- ✓ **Claude Code:** copy the skill folder into `~/.claude/skills/` (for all projects) or into `.claude/skills/` inside a project. After a restart Claude picks it up on its own.

- ✓ **Claude app (Cowork):** upload the skill or plugin archive in settings. That's how I added GSAP and Three.js.

Read SKILL.md before installing

Most skills are community repositories. A skill can run scripts on your computer, so open the file first and check what it actually does. I do this with every one.

Design DNA

Turn references into rules, not “make it look like that”

The weakest prompt in AI design is “make it more premium” or “make it like this site”. The model has to guess what exactly I like. Design DNA breaks a reference down into a system: colours, typefaces, spacing, shapes, effects.

I gave it seven of my references — dark technical diagrams. The most valuable part: it doesn’t guess colours by eye, it measures them pixel by pixel with a script. Here is what came out:



The rules I took from the references:

- ✓ a near-black background fills 60–86% of the frame;
- ✓ each bright colour takes up no more than 2% of the frame — only in lines, dots and glows, never as fills;
- ✓ one diagram is the hero, text is about 1%;
- ✓ labels are small and plain, no big decorative numerals.

The test ring variant matched the references’ background almost perfectly: a colour difference of 1.45, invisible to the eye.

BEFORE

"Make it premium"
and guessing by
eye

→ SKILL

Design DNA: pixel-
level colour
measurement of 7
references

AFTER

4 clear rules:
background, accent
≤ 2%, one diagram,
small labels

→ VERDICT

Keep. Turns "I like
it" into rules

MY PROMPT

Analyse these references and extract their Design DNA: colours (measure by pixels), typefaces, spacing, shapes, effects.
Don't copy. Give me 4-5 rules I can apply to my block with the GENTERRA brand colours.

Repository: github.com/zanwei/design-dna

Impeccable

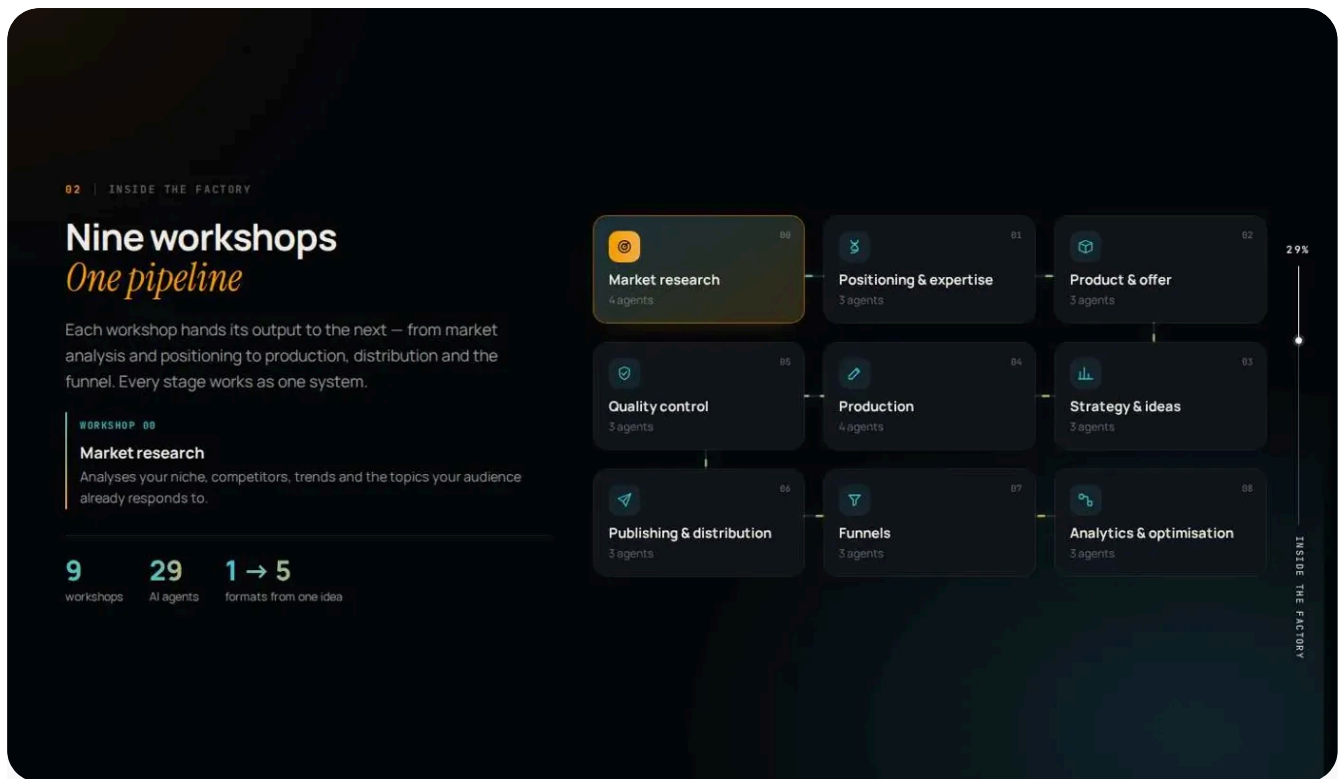
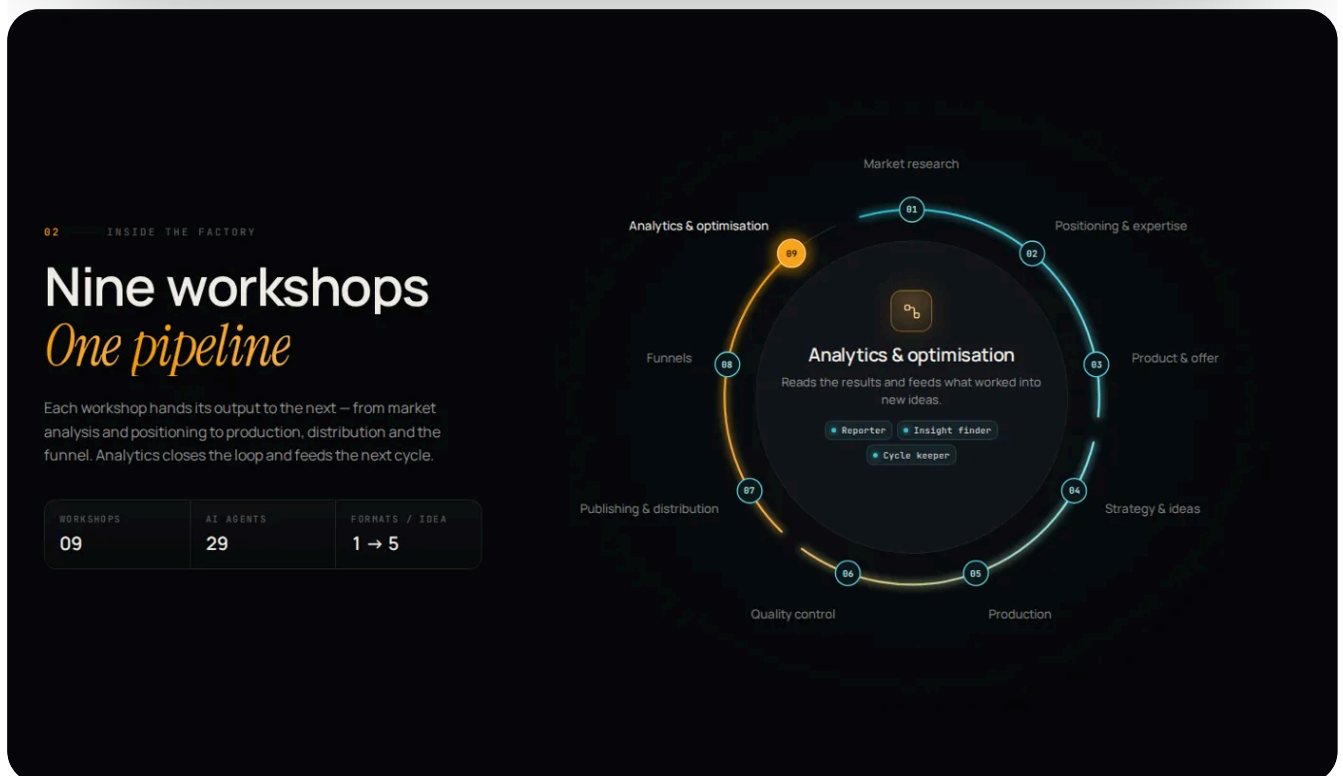
Don't animate a weak design. Fix the structure first

Impeccable is a skill for critiquing and polishing interfaces. I asked it to review the old block: a grid of nine tiles. It ran two independent checks — a design review and an automated detector — and returned a report.

Its main finding was flagged as serious (P1): **the form doesn't match the content**. The content is a cycle where analytics feeds back into research. But the snake-shaped grid ends on the last tile and never returns. It also found:

- ✓ nine identical tiles with no main element;
- ✓ zig-zag numbering that makes the eye jump;
- ✓ 10–12 px text that is barely readable;
- ✓ gradient numerals the detector flagged as a template pattern.

In other words, the skill independently reached the same idea I did: the cycle can be shown as a ring.



Drag the slider. Task: show the cycle. What changed: grid → ring, the active workshop described inside, numbers on the ring. Why it's better: one main element and a clear order.

[Open the live version ↗](#)

BEFORE	→ SKILL	AFTER	→ VERDICT
A grid of 9 identical tiles	Impeccable: critique + automated detector	A ring with one main element	Keep. Found the core problem before any animation

MY PROMPT

Review this block as an art director. Don't add animation yet.
Check hierarchy, typography, spacing, composition, unnecessary frames,
repetition and the focal point.
Does the form match the content? Structural changes first, styling details
second.

Repository: github.com/pbakaus/impeccable

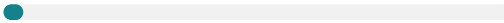
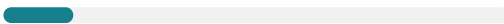
Three.js

3D only when it adds meaning

Not every website needs Three.js skills. I tested them on a separate concept — a 3D drinks can for my portfolio: metal, light, rotation on scroll. There, space is the idea, so 3D is justified.

For the workshops diagram I didn't use Three.js. The ring, lines and glow are plain vector graphics (SVG) — light, fast and crisp. 3D would only have added page weight here.

THE COST OF THE DECISION FOR THIS BLOCK

SVG ring		≈ 8 KB of block code
GSAP library		72 KB, already on the site
Three.js library		over 500 KB — and nothing new for a diagram

A good workflow is not only choosing the right skill, but also saying no to the unnecessary one.

BEFORE	→ SKILL	AFTER	→ VERDICT
A flat workshops diagram	Three.js: "does 3D add meaning?"	Kept SVG; 3D only for the can concept	When needed. Unnecessary here

Repository: github.com/CloudAI-X/threejs-skills

GSAP

Not a set of effects, but one directed sequence

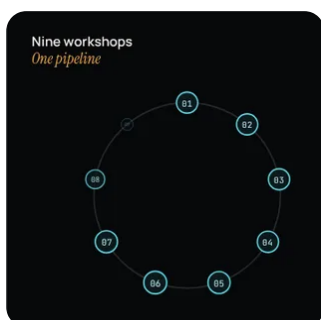
Once a block works statically, you can add motion. The GSAP skills — from the authors of the library — bring the method: timelines, scroll-triggered starts, staggered entrances and respect for the “reduce motion” setting.

Compare for yourself. On the left everything appears at once, as it does without a sequence. On the right there is one sequence: the headline, then the ring, then the workshops one by one, and a signal runs around the loop.



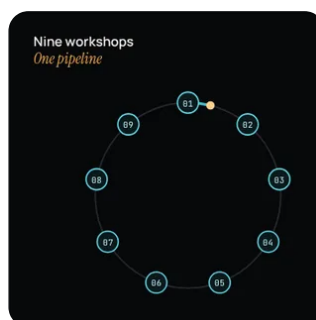
0.3 s

headline and outline



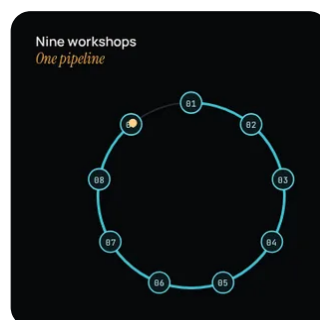
1.1 s

workshops one by one



1.7 s

the signal starts



3 s

the loop closes

BEFORE

Everything appears
at once

→ SKILL

GSAP: one timeline +
scroll trigger

AFTER

Sequence: headline
→ ring →
workshops → signal

→ VERDICT

Keep. Motion
explains the
process

MY PROMPT

Build a restrained GSAP motion system for this block.
One timeline: headline → ring → workshops one by one → signal around the loop.
Start when the block is on screen. Respect "reduce motion".

Repository: github.com/greensock/gsap-skills

Motion Design

How motion should feel

GSAP answers “how do I animate this technically”. Motion Design by LottieFiles answers “what character should the motion have”: pace, smoothness, unnecessary bounce, weight.

Status: still testing

I haven't installed this skill yet. I'll make an honest before/after once I run the same ring animation through it without touching the layout.

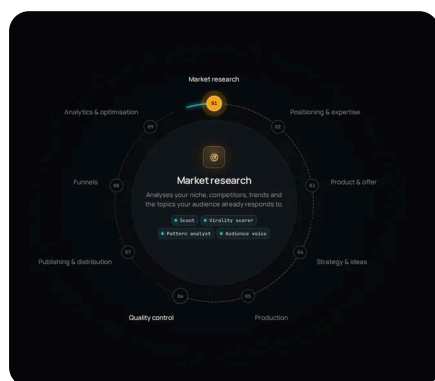
Repository: github.com/LottieFiles/motion-design-skill

Genjutsu

Micro-interactions that explain rather than decorate

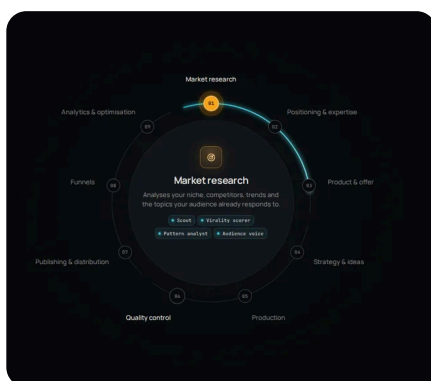
Genjutsu looks at interactions as a system: hover, click, focus, state change. Before any code it requires a one-sentence intent that I have to approve. I approved it — and here is what appeared in the ring:

- ✓ **Hover on a number** — the number grows slightly, the workshop label brightens, and a thin dotted path appears from the active workshop: you can see where the signal will go.
- ✓ **Click** — the signal doesn't jump, it travels along the ring to the chosen number, and the description in the centre changes when it arrives.
- ✓ **Keyboard** — a clear focus state on the number, arrow keys ← → switch workshops.



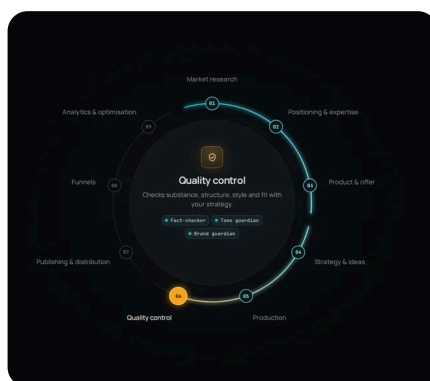
Hover

the dotted path shows the route



Click

the signal runs along the ring



Arrival

the description changes in the centre

BEFORE

A click switched the workshop instantly, with no hint

→ SKILL

Genjutsu: intent → approval → code

AFTER

The route is visible, the signal moves, works with a keyboard

→ VERDICT

Keep for the final polish

All on short 150–200 ms transitions and with respect for “reduce motion”. Try it yourself in the [live version of the block ↗](#).

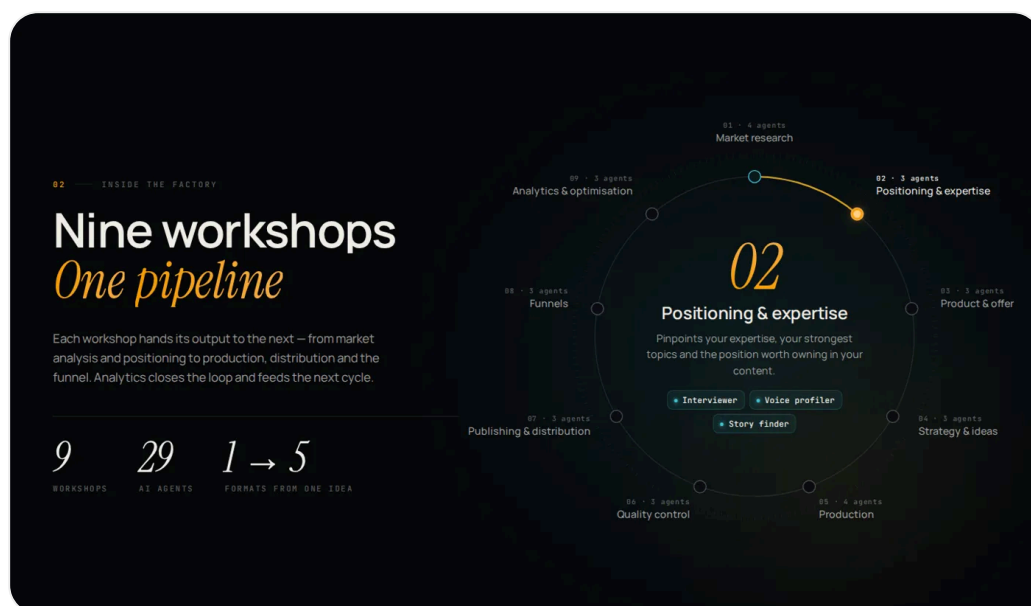
Repository: github.com/AThevon/genjutsu

Three versions of one experiment

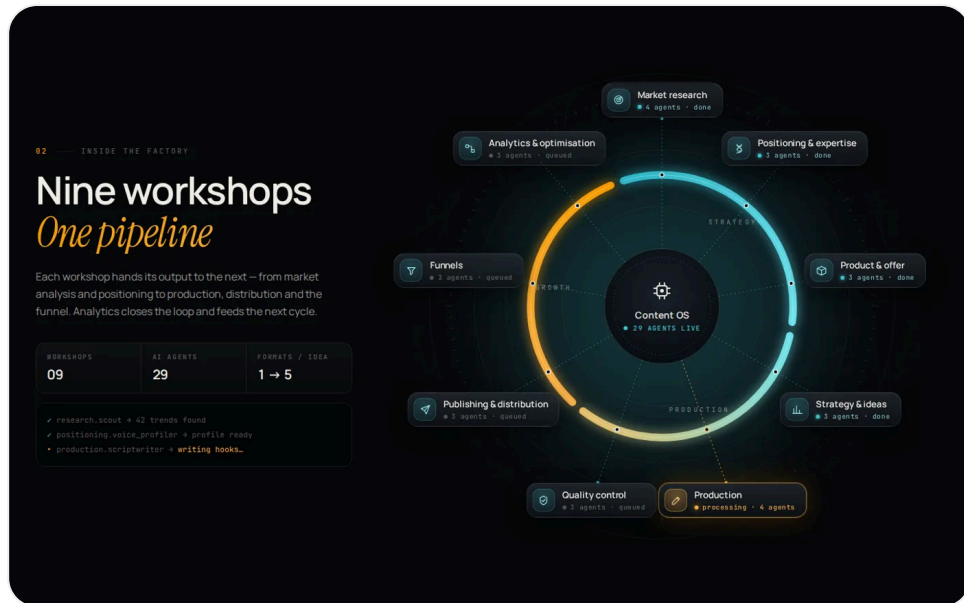
The skills didn't produce a perfect result on the first try. They helped me understand faster what exactly was wrong. Here is the path:

Important

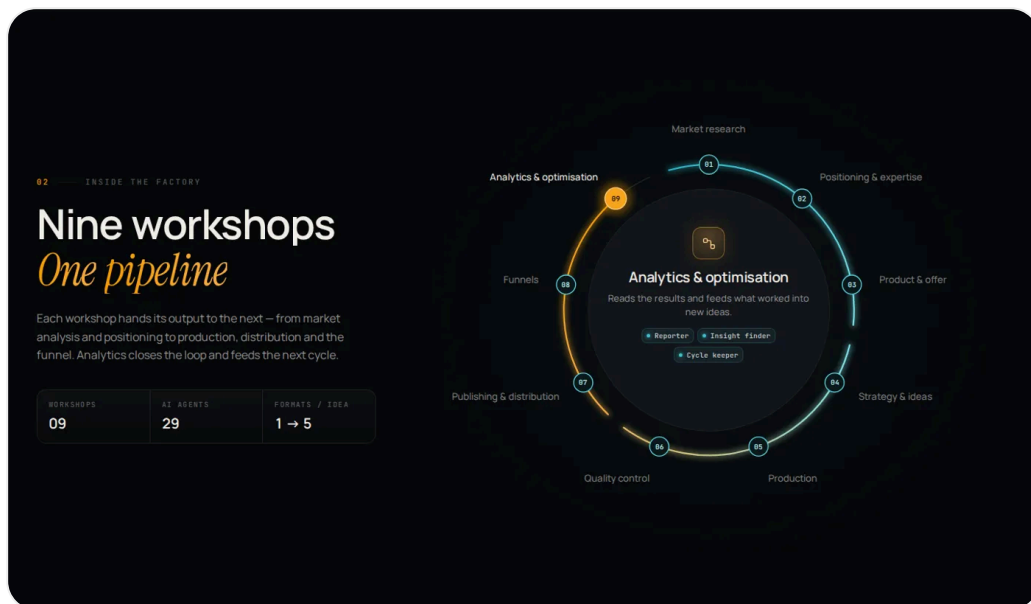
The site still runs the previous tile block. The ring is an experiment: what this block could look like. I haven't decided yet whether to move it onto the site.



1. Right idea, wrong visuals. A ring instead of a grid, but the big italic numerals are an editorial style, not a technical one.



2. Technical, but heavy. Glass pills around the ring. The description moved outside, the frame is overloaded.



3. The variant I'm testing. A thin ring, numbers on it, the active workshop described in the centre, light only on the runner.

The minimum that actually improves the result

Simple lead-generation page	Impeccable			
Corporate landing page	Design DNA	Impeccable	GSAP	
Product launch	Design DNA	Impeccable	Three.js, if 3D is needed	GSAP
Experimental portfolio	the whole chain	+ Genjutsu	+ Motion Design	

The goal isn't to assemble the biggest toolset, but to plug in the minimum expertise that makes a specific result better.

My verdict after the experiment

KEEP

Design DNA · Impeccable · GSAP · Genjutsu

Rules from references, critique before animation, directed motion and precise micro-interactions. The core of my workflow.

WHEN NEEDED

Three.js

Only where space is the idea. For diagrams and cards it's unnecessary.

STILL TESTING

Motion Design

The character of motion: pace and smoothness. I'll add the result once I install the skill.

This is how I now build websites and landing pages for clients. See my work on the [Web](#) page.



Olga Pristinska

Marketing strategist, 15+ years in B2B, IT and digital. I build marketing systems with AI agents for experts and founder-led brands.