Claude Code + Google Stitch 2.0

The Free Web Design Workflow That Makes Figma Completely Useless

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What You'll Learn	Why It Matters
How Google Stitch 2.0 generates production-ready front-end designs from a single screenshot + prompt	Eliminates the biggest weakness of AI-assisted web development: generic, samey front-end design
The 4-step workflow to connect Stitch output directly into Claude Code for full-stack builds	Free tool replaces Figma ($13/mo+) for non-designers building client websites with AI

A practical guide for agency owners and AI builders.
Created by C&C Strategic Consulting.

The Problem: AI Websites Look Like AI Websites

If you've built websites with Claude Code, Cursor, or any AI coding tool, you know the pattern. The functionality works great, but the front-end always comes out looking... generic. The same hero sections, the same gradient buttons, the same layout everyone else gets.

This isn't a Claude Code problem. It's a design input problem. These tools are incredible at writing code, but they don't have a visual design engine. They're generating front-end code from text descriptions, and text descriptions produce text-description-quality design.

What 'AI Slop' Actually Costs You

- **Client trust:** If a prospect lands on your site and it looks like every other AI-generated page, you've lost credibility before they read a word.
- **Iteration time:** Trying to fix design inside Claude Code means spinning up dev servers, switching tabs, re-prompting, waiting. It's slow.
- **Differentiation:** When every AI builder produces the same aesthetic, your brand becomes invisible.
- **Revenue:** Generic websites convert worse. Period. Design quality directly impacts whether someone fills out your contact form.

The Missing Piece

What AI coding tools need is a visual design layer — something that can generate high-quality mockups that aren't just 'good for AI.' Google Stitch 2.0 is exactly that. It's free, it's powered by Gemini 3.1 Pro, and it exports clean code you can paste directly into Claude Code.

Figma's stock dropped nearly 8% when Stitch 2.0 launched. That should tell you everything about where this is headed.

Why This Matters for Agency Owners

If you're building client websites with AI tools, design quality is the difference between a $500 project and a $5,000 project. Stitch gives you the design layer that makes AI-built sites look custom — without hiring a designer or learning Figma.

What Is Google Stitch 2.0?

Stitch is Google's AI-powered front-end design tool. Think of it as an infinite canvas where you describe what you want, optionally drop in inspiration images, and it generates complete web and mobile app designs — with a full design system backing everything.

Key Capabilities

Capability	What It Does	Why You Care
AI Design Generation	Full page layouts from text prompts and reference images	Skip the blank canvas problem
Design System	Auto-creates colors, typography, buttons, corner radius rules	Professional output without design knowledge
Variants	2-4 layout variations with different schemes and structures	Iterate visually in seconds
Direct Edit	Click any component to modify text, colors, layout	Fine-tune without regenerating
Code Export	One-click export to clipboard, Figma, AI Studio, or Jules	Clean code for Claude Code
Live Mode	Camera-based conversational editing with your design	Fastest quick visual changes

Under the Hood

Stitch runs on **Gemini 3.1 Pro** for design generation and **Nano Banana** for image creation (backgrounds, hero visuals). Choose between 3.0 Flash (faster) and 3.1 Pro (frontier-quality). Always use 3.1 Pro — the quality gap is massive for design work.

The auto-generated design system document (design.md) includes a creative north star, color strategy, typography rules, and anti-template language. This is the secret sauce — a detailed design brief that guides every element Stitch generates. Copy it into your Claude Code prompt for consistency.

> **Cost: $0**
>
> Stitch is completely free. No account limits, no credit system, no premium tier (yet). Compare that to Figma at $13-75/month per editor. This is a massive accessibility shift for non-designers building with AI.

The 4-Step Workflow

The complete workflow from design inspiration to deployed website. Each step takes seconds.

01

Find Design Inspiration

Go to Pinterest, Dribbble, or godly.website. Search for landing page designs that match your vibe. Take a screenshot of the one you like best.

02

Generate in Stitch

Open Google Stitch. Select 'Web' and Gemini 3.1 Pro. Upload your screenshot and describe what you're building. Hit generate.

03

Iterate and Refine

Use variants to explore different layouts. Direct edit to tweak components. Regenerate sections you don't like. Get to 80-90% of your vision.

04

Export to Claude Code

Click your design > More > Export > Code to Clipboard. Open Claude Code. Paste the code and tell it to build your landing page from this front-end code.

The 80/90 Rule

Don't try to make Stitch pixel-perfect. Get to 80-90%, then let Claude Code handle refinement. Stitch = creative vision. Claude Code = technical execution. That's the division of labor.

Before & After: The Quality Gap

Here's what changes when you add Stitch to your Claude Code workflow:

Feature	Claude Code Alone	Claude Code + Stitch
Design Quality	Generic, template layouts that scream 'AI made this'	Custom visual identity with professional color strategy and typography
Design System	No system — colors and fonts are ad-hoc, inconsistent	Auto-generated design.md with north star, palette, type scale
Iteration Speed	Re-prompt, wait for code gen, spin up server, check browser	Visual canvas with instant variants — see 3-4 options in seconds
Cost	Claude Code tokens burned on design iteration	Zero — Stitch is free. Save tokens for the actual build
Image Assets	Generic stock or AI images with no cohesion	Nano Banana images matched to your design system

Pro Tips: Getting Maximum Output

Stitch Tips

- **Always use 3.1 Pro** — Flash is faster but the quality gap is massive for design.
- **Upload screenshots, not URLs** — Screenshots give Stitch more visual context.
- **Edit backgrounds separately** — Run inspiration images through Nano Banana Pro to strip text before feeding to Stitch.
- **Use variants aggressively** — Generate 3-4 options per section. Visual design is about seeing options.
- **Copy the design.md** — Include it in your Claude Code prompt for design consistency across pages.

Claude Code Tips

- **Paste the full exported code** — Don't summarize. Give Claude Code the complete HTML/CSS.
- **Include the design.md** — Gives Claude Code the rules for consistency as it builds more pages.
- **Use 21st.dev for polish** — After the base build, swap in premium button styles and micro-interactions.
- **Don't redesign in Claude Code** — If it looks off, go back to Stitch. Visual iteration is faster on a canvas.

Complete Tool Reference

Tool	What It Does	Cost	When to Use
Google Stitch 2.0	AI front-end design from prompts + images	**Free**	Every web project — your visual foundation
Claude Code	AI coding agent for full-stack builds	Usage-based	After Stitch — implements design + functionality
Pinterest	Visual search for design inspiration	Free	Step 1 — find designs matching client vibe
Dribbble	Professional designer portfolios	Free	Step 1 — premium design inspiration
godly.website	Curated web design gallery	Free	Step 1 — high-end aesthetic references
Nano Banana Pro	AI image editing (text removal, backgrounds)	Free tier	Pre-Stitch — clean up inspiration screenshots
21st.dev	Premium UI component library	Free tier	Post-build — polish buttons, modals, animations

The Bottom Line

AI coding tools are incredible at building functionality. They're mediocre at visual design. That's not a flaw — it's a missing input. Google Stitch 2.0 fills that gap for free.

The workflow is dead simple: find inspiration, generate in Stitch, export code, build in Claude Code. Four steps. Zero cost for the design layer. Your websites go from 'obviously AI' to 'who designed this?'

Stitch handles the creative vision.
Claude Code handles the technical execution.

That's the workflow. That's the playbook.
Now go build something that doesn't look like AI slop.

Want help implementing this workflow for your agency or client projects?