DESIGN · 13 min read · August 5, 2026

Why your Claude sites still look like AI slop

AI doesn't come with taste built in, it learned design from the whole internet, the brilliant and the boring both. Here's the taste stack, 5 real Claude skills that fix that, and exactly how each one works.

Left on its own, AI design reaches for the safe average: the same fonts, the same purple gradients, the same layout everyone else gets. That’s not a prompting problem, it’s a taste problem, and a prompt alone can’t fix it. A Skill can. It’s a small package of instructions you install once, and it permanently raises the baseline Claude designs from, so the same simple prompt produces something with actual point of view instead of the generic default.

Here are the 5 real skills, the taste stack, what each does, and exactly how it works.

1 Frontend Design

This is Anthropic’s own official skill, built by the team behind Claude itself. Here’s exactly what it does differently: before writing a single line of code, it forces a real aesthetic commitment, brutalist, maximalist, retro-futuristic, luxury, organic, whatever fits, instead of defaulting to the generic AI look. It then implements that specific choice through typography, spatial composition, color theming, and motion, not just surface-level styling.

IN PRACTICE

Left to its own defaults, Claude tends to reach for the same handful of fonts (Inter, Roboto, Arial), the same cliched color schemes, and the same predictable layout. This skill explicitly avoids all three, because it's committed to a specific visual direction before it writes any code, everything that follows has to be consistent with that choice.

Where to get it: github.com/anthropics/skills/tree/main/skills/frontend-design

2 UI/UX Pro Max

This one replaces guessing with a real, searchable design database: 67 UI styles, 161 color palettes, 57 font pairings, 99 UX guidelines, and 25 chart types, spread across 22 different tech stacks. Instead of Claude inventing a look from scratch every time, it searches this database and designs from real, tested reference.

IN PRACTICE

Run one command, `--design-system`, and it returns a complete, cohesive system in one shot: the pattern, the style, the colors, the typography, the effects, plus a list of anti-patterns to avoid for that specific direction. Every page built after that pulls from the same system, so a 10-page site actually looks like one product instead of 10 different guesses.

Where to get it: github.com/nextlevelbuilder/ui-ux-pro-max-skill

3 Impeccable

Impeccable builds on top of Anthropic's Frontend Design skill and adds something specific: a shared design vocabulary of 23 real commands, polish, audit, critique, distill, animate, bolder, quieter, so you can direct changes in one word instead of writing a paragraph every time something feels slightly off.

IN PRACTICE

It also ships a "Live Mode" for iterating directly in the browser, and a detect CLI that catches common AI-slop patterns (purple gradients, flat hierarchy, the same nested-card look) automatically, even inside a CI pipeline, before they ship.

Where to get it: github.com/pbakaus/impeccable

4 A Real Animation Skill

Good motion is what separates a site that feels professional from one that feels like a template, and it's one of the things AI guesses at worst by default. This skill packages real animation knowledge, GSAP, SVG, Lottie, so Claude builds smooth page transitions and micro-interactions at real 60fps instead of writing shaky, guessed-at animation code from scratch.

IN PRACTICE

Real example: this site's own homepage hero text animation runs on GSAP, the exact library this skill is built around. That's the difference between an animation that feels intentional and one that just happens.

Where to get it: github.com/iart-ai/web-animation-skills

5 Playwright

Not a design skill exactly, it’s real browser automation, but it solves a specific problem the other four don’t: giving Claude an actual reference. Without it, Claude can only guess at a reference site’s fonts and colors from a screenshot, and that guess is often wrong. With it, Claude can open the real site and read its actual computed styles directly.

IN PRACTICE

A screenshot-based guess might get a headline font "close enough." Playwright pulls the exact font name, the exact hex codes, and the exact spacing values straight from the live page's own code, no approximation. If you want Claude matching a real reference precisely instead of loosely, this is the difference.

Where to get it: playwright.dev

TIP

A skill changes what Claude reaches for by default, it doesn't replace your own judgment. You still have to look at what it makes and say when something's actually off.

A few things to watch for

- Not every skill fits every project. Frontend Design and UI/UX Pro Max have the broadest, most immediate impact, start there.
- These are real, actively maintained community and official repositories as of this guide’s publish date. Skill ecosystems move fast, check the repo itself if it’s been a while since this was written.
- Skills install once and Claude reaches for them automatically after that, on its own, when the work calls for it. You don’t have to name them in every single prompt.

The takeaway

AI doesn't come with taste, it comes with the average of everything it's ever seen. Stack these five skills on top and that changes, this is the taste stack, and it fixes the problem at the source instead of fighting it prompt by prompt.