Figma and Google Cloud Team Up to Empower Next Generation of Creative Builders

Figma saw 50% reduction in image generation latency times in early integrations of Gemini 2.5 Flash

SUNNYVALE, Calif. and SAN FRANCISCO, Oct. 9, 2025 /PRNewswire/ -- Google Cloud and Figma today announced an expanded collaboration that brings more of Google's generative AI technology into Figma's design and product development platform.

Figma will leverage Google's AI models, including Gemini 2.5 Flash, Gemini 2.0, and Imagen 4, to address the evolving needs of product designers and their teams. With Gemini 2.5 Flash incorporated in the edit image and image generation capabilities across Figma's platform, the company's more than 13 million monthly active users can bring even more creativity and visual expression to their designs.

Figma will use Gemini's industry-leading context windows, AI toolset, data platform, and cybertools, to meet increasing demand for user-friendly AI tools.

"Our collaboration with Google Cloud brings powerful image generation and editing capabilities into Figma that help teams tap into their creativity without breaking their flow," said Dylan Field, CEO of Figma. "We're excited to unlock new ways for our customers to explore their ideas faster and push the boundaries of what's possible for design and creative expression in Figma."

With Gemini on Google Cloud, Figma can more easily help its users make high quality images with just a prompt; experiment with site functions before launch; and accelerate product development by eliminating tedious workflows that slow the design process down. For example, in early integrations of Gemini 2.5 Flash, Figma users saw a 50% reduction in latency for its "Make Image" feature, unlocking faster, more responsive image generation capabilities for its users.

With Gemini integrated into Figma's platform, the company now offers best-in-class image generation and editing capabilities accessible to all customers with access to AI.

"Figma is at the forefront of the design technology space, and its tools are the choice for modern businesses who want to build and collaborate using advanced technologies," said Thomas Kurian, CEO, Google Cloud. "With this collaboration, millions of users are now able to benefit from the combination of Google's leading AI models, Google Cloud's AI-optimized infrastructure, and Figma's incredible tools to push the design market forward."

About Figma

Figma is where teams come together to turn ideas into the world's best digital products and experiences. Founded in 2012, Figma has evolved from a design tool to a connected, AI-powered platform that helps teams go from idea to shipped product. Whether you're ideating, designing, building, or shipping, Figma makes the entire design and product development process more collaborative, efficient, and fun—while keeping everyone on the same page.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated, and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models, and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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