

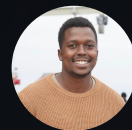
How Builder.io Teams Use Fusion

Update icon hover colors to:

- **Light mode:** #E2E5E6 (light gray)
- **Dark mode:** #bbb (medium gray)



Designer



NKoech123 approved these changes
[2 days ago](#)

NKoech123 left a comment

Just tested it and LGTM!



Developer

Merged



This branch was successfully deployed
1 active deployment

At Builder, we're transforming our workflows with Fusion.

We are enabling product management, design, support, and go-to-market team members to tackle complex projects that previously would have required engineering resources or been deprioritized in the backlog.

Through interviews with our own Fusion power users, we've gathered insights on how different departments are leveraging Fusion, its impact on their work, and tips for other organizations considering adoption.

45

PRs successfully merged to the production web app from two **product managers** in three months*

17

PRs successfully merged to the production web app from two **product designers** in three months*

80%

acceptance rate for PRs authored by **product managers** and **designers**

** For context, the average full-time developer ships between 0.5 - 5 PRs per week*

Jump to section:

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Fusion for Product Management

For PMs, Fusion means fewer specs and more working prototypes. Ideas move faster when you can build instead of just write tickets. The Product Management team at Builder uses Fusion to rapidly prototype features, test concepts, collaborate with designers, and ship pull requests to our web app without requiring engineering resources upfront. This enables faster iteration cycles and more informed decision-making.

Main Fusion use cases:

Rapid feature prototyping for design review

Builder product manager prototype features in Fusion, with full context of the web app, that designers can review and iterate on. For example, when customers were hitting credit limits without warning, Lead Product Manager, Adam Murray, created a working credit warning banner prototype instead of writing detailed specifications. He tagged a Product Designer for feedback: "Sajal, can you review this for placement and design?" Sajal provided Figma mockups with proper design system components, which Adam implemented in Fusion and submitted as a pull request to the engineering team.

Customer issue diagnosis and resolution

Product managers can investigate and fix customer-reported problems on their own. When a Builder enterprise customer reported a longstanding full-screen mode bug during a product feedback call, Adam used Fusion to reproduce the issue, identify the root cause, and implement the fix. "I was able to go into Fusion, open up a content entry, make it full screen, reproduce that issue, and then tell Fusion what I wanted it to do." The fix was quickly reviewed by an engineer and deployed and the customer was thrilled with the swift outcome.

Fix breakpoint toggle buttons in fullscreen mode #9781

 Merged murrayadam merged 5 commits into `main` from `ai_main_2fca0279e34f`  last month

 Conversation 3  Commits 5  Checks 26  Files changed 1



murrayadam commented on Aug 8 • edited

Purpose

Users reported that when viewing content entries in fullscreen mode, the breakpoint toggle buttons in the modal window were non-functional. They expected to be able to click these buttons to switch between different breakpoints with the same functionality available in non-fullscreen mode.

Code changes

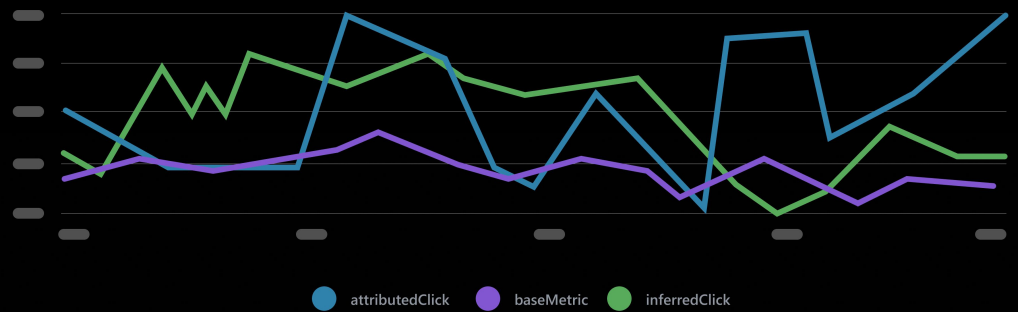
- Wrapped the `ResizeButtons` component in a `FullscreenMode` component



This branch was successfully deployed
1 active deployment

Add tracking for main buttons

Merged saeeabhy merged 3 commits into main from ai_main_2fca8279e34f



Now I just ask Fusion, 'When does XYZ event fire? Show me where the tracking is implemented,' and it'll just give me a list of whatever I need.

Saee Abhyankar,
Product Manager

Product tracking and analytics implementation

Product Managers can easily instrument their own events and quickly understand what events fire and why they fire. For example, Product Manager Saee Abhyankar uses Fusion extensively to add Amplitude tracking events without waiting for engineering sprints. "I know exactly what clicks and views I want to add events on," she explains. Fusion looks at existing events, mimics their nomenclature, and creates new tracking events. "I'm essentially just creating my ticket in the Fusion chat box, but the work is also getting done."

Beyond adding events, Saee uses Fusion to answer data questions from other teams. "A lot of times, teams from across the organization will end up asking me about certain product data. Earlier, I would have had to either talk to an engineer or go through the code base myself. Now I just ask Fusion, 'When does XYZ event fire? Show me where the tracking is implemented,' and it'll just give me a list of whatever I need."

In-product A/B testing and experimentation

Product teams often have hypotheses about user behavior but can face long waits to test them. At Builder, our product managers and designers ship and measure experiments completely independently. For example, Saee noticed that many users with existing repositories weren't easily finding the "Connect Repo" button on the projects page. She hypothesized that the button was placed too low. Testing this theory would typically require engineering resources for implementation, feature flag setup, and tracking instrumentation. Instead, she asked our product designer to make the iteration in Fusion and implemented a complete A/B test on her own; including Launch Darkly flags, Amplitude tracking, and proper user segmentation. Another example, Adam experimented with credit limit warnings, testing different placement options and messaging approaches by implementing working versions rather than creating static mockups.

Team impact

Accelerated idea-to-production cycles

Ideas can move from concept to working prototype to design feedback in hours instead of weeks.

Improved designer-PM collaboration

Designers can see and interact with actual functionality rather than interpreting written specifications, leading to better outcomes.

Direct customer problem resolution

Product managers can resolve customer issues immediately rather than waiting for engineering availability, improving customer experience and product adoption.

More informed feature decisions

Working prototypes provide better insight into technical feasibility and user experience implications than static designs.

Top tips from the Product Management team

Prototype first, specify later

Build working versions of features to test concepts before creating detailed specifications. This reveals implementation challenges and opportunities earlier in the process.

Collaborate iteratively with designers

Use Fusion prototypes as conversation starters with designers rather than final implementations. The goal is alignment and refinement, not perfection.

Start small to build confidence

Start with simple UI fixes to understand how the tool works, build confidence, and learn best practices before tackling more complex features.

Want to see how your PMs can move from roadmap to working prototypes in hours, not weeks? [Try Fusion](#) and start shipping fixes and experiments directly.

Fusion for Product Design

For designers, Fusion is the difference between handing off pixels and shipping polished experiences yourself. The Product Design team uses Fusion to implement visual improvements, create interactive prototypes, and maintain design system consistency without traditional engineering handoffs. This enables designers to achieve their exact vision while reducing iteration cycles and saving engineering time.

Main Fusion use cases:

New feature implementation

Designers can implement entirely new features through natural language prompts. When users of our product wanted a way to go back and review their chat history, Tiana was able to implement a chat history tab that shows users their previous prompts with restore functionality. “That was a simple one that we did. We just prompted, ‘add a new screen in this link to this block. The history tab should show a user's previous prompts, and it should have a restore to this point button.’” The feature required minimal developer cleanup afterward and was in production shortly thereafter.

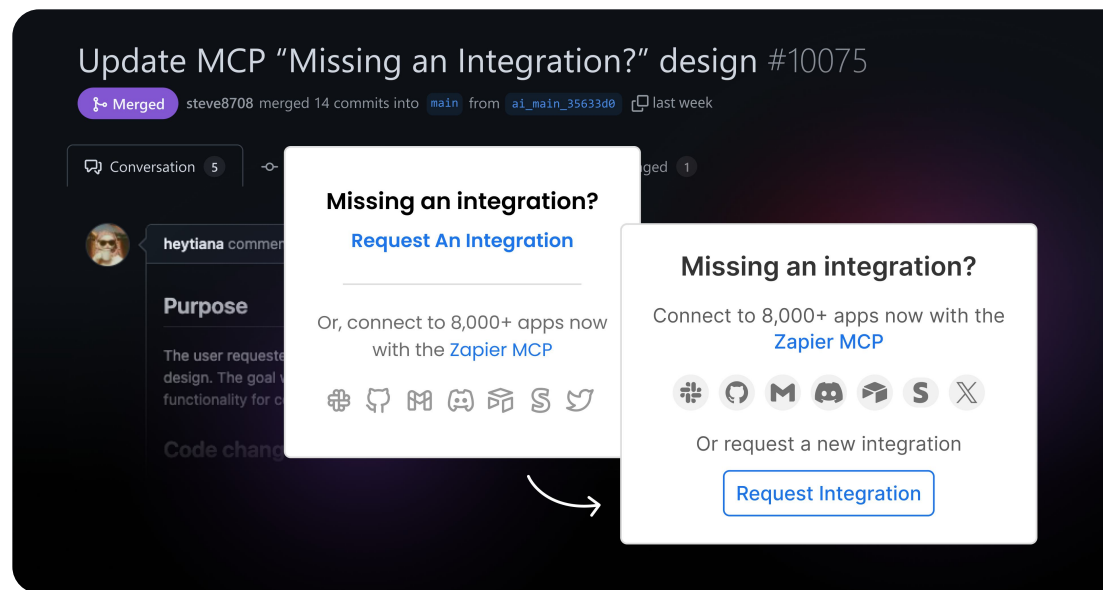
User experience optimization

Tiana uses Fusion to enhance the user experience. Collaborating with our Product Manager, Saeed, they recognized an opportunity to engage users more effectively during the loading times of their projects, which can sometimes take several minutes for very large projects. They quickly developed loading screens directly within the app, consolidating three different loading screens into a single, cohesive experience. This new loading screen takes advantage of the wait time by providing users with quick, practical tips to help them maximize their use of Fusion while they wait for the project to fire up.



I chat, add as much context as possible, and send that PR.

Tiana Rego,
Product Design Lead

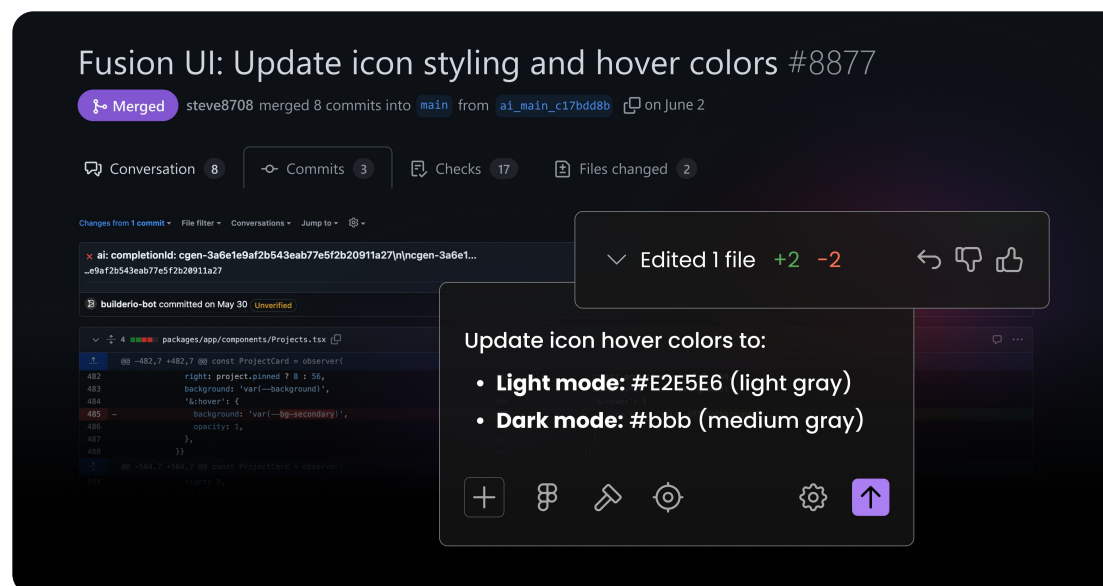


Polishing UI

Product Design Lead, Tiana Rego, frequently ships “small and iterative” improvements that enhance user experience. Her work includes visual hierarchy adjustments, design system compliance fixes, and contextual copy improvements. For major changes, she starts with Figma and imports them into Fusion with the plugin, but for smaller updates: “If it’s small stuff like copy or color updates, I go straight to Fusion. I chat, add as much context as possible, and send that PR.”

Design system maintenance

Designers use Fusion to update design tokens and maintain consistency across the codebase. Tiana updated color variables to match the Builder design system in Figma: “I can chat and say, change this variable to this color. Update the name from this to this and I can make it match with our design system in Figma without asking an engineer.”



Team impact

Faster iteration on user experience improvements

Designers can test and refine UI changes in real-time rather than waiting for development cycles.

Eliminated design-engineering handoff friction

Visual tweaks and polish work happen directly without requiring engineering tickets or extensive documentation.

Enhanced user experience through continuous polish

Small improvements compound over time to create more polished, professional user experiences.

Improved design system maintenance

Designers can keep design systems current and consistent without depending on engineering availability.

Top tips from the Product Design team

Start with familiar workflows

Begin by using Fusion for changes you're confident about, like copy updates or color adjustments, before tackling more complex functionality.

Use the Design tab when prompts fail

When natural language prompts don't achieve the desired result, switch to the visual design interface to make precise adjustments to styles and layouts.

Collaborate with developers on complex features

While Fusion handles most design implementations, involve developers for backend integration or complex state management requirements.

Curious what it feels like to go from pixels to production without waiting on engineering? [See how Fusion works](#) and start designing directly in code.

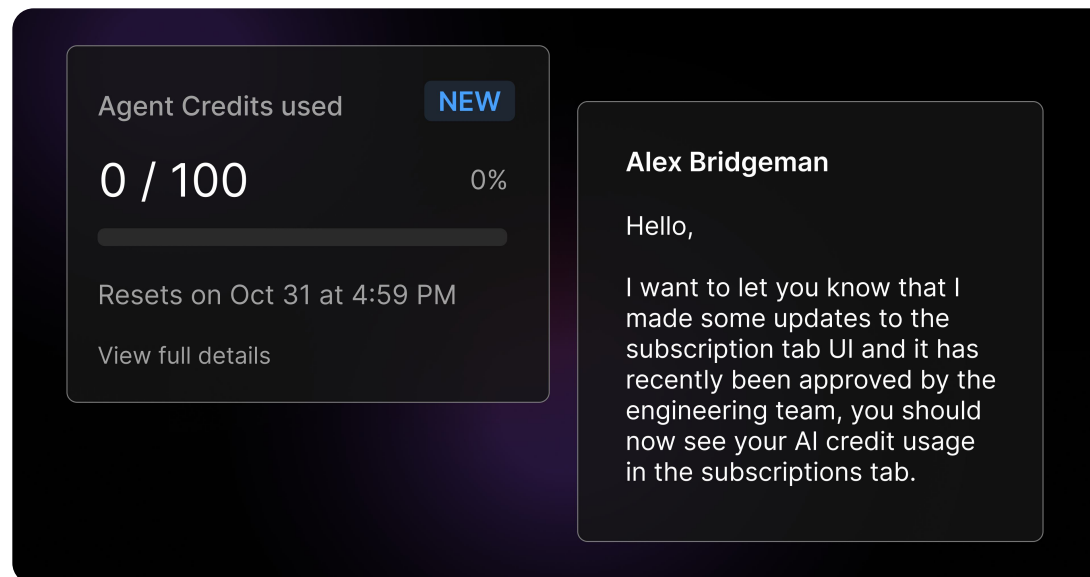
Fusion for Customer Support

For support, Fusion turns ‘file a ticket’ into ‘fix it now’—frontline teams can solve issues while the customer is still on the call. The Support team at Builder uses Fusion to directly resolve customer issues, implement requested features, and build powerful internal tools, improving their productivity, dramatically reducing their dependency on engineering resources, and accelerating ticket resolution times.

Main Fusion use cases:

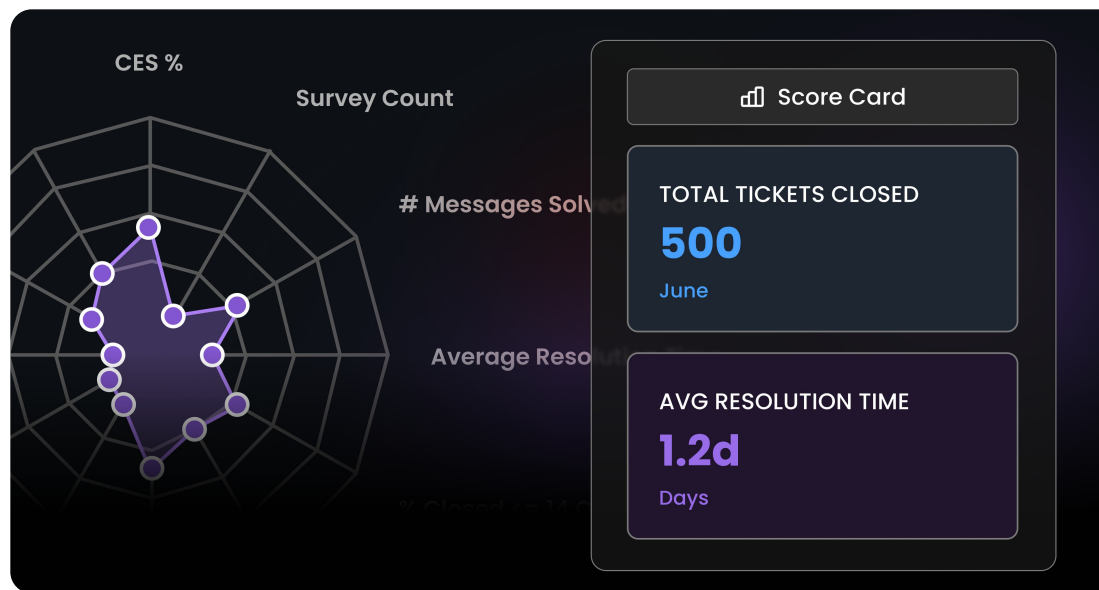
Direct resolution of customer-reported issues

Support team members now implement fixes and features directly instead of escalating to engineering. When a customer couldn't see their agent credit usage in subscription settings, Technical Support Specialist Alex Bridgeman used Fusion to add the missing component by reusing an existing element from another dashboard. “It felt so cool,” Alex recalls. “I got the ticket, made the change on my own, and almost immediately responded saying the issue was fixed. The customer was happy and I didn't have to wait for engineering.”



Eliminating daily friction with internal tooling

The support team uses Fusion to fix longstanding annoyances that impact their daily productivity. The internal admin panel search, used 30+ times daily by each team member, had persistent issues with trailing whitespace and lost values when switching tabs. As Alex explains: “This was on my to-do list for like a year, but I just never bothered asking engineering or cloning Builder and setting up the environment.” With Fusion, he fixed the search logic, implemented value persistence, and added visual indicators in just a couple of hours.



Building sophisticated internal analytics tools

Head of Global Support Stephane Gonthier achieved a decade-long goal by recreating a comprehensive support dashboard he had originally built in 2009. Using Fusion, he uploaded a PDF of his original radar chart design and prompted: “I’d like to recreate that dashboard for evaluating technical support engineers against those 12 KPIs.”

The result exceeded expectations: Fusion created the entire layout with animated color transitions, dropdown navigation, and dynamic data visualization. “Back in 2009, I rolled out a radar chart dashboard for support engineers. I’ve always loved it because it was a good way to show how engineers were doing against everyone else. I’ve never been able to recreate it myself or get someone to do it.” The dashboard now connects to Builder’s customer support ticketing API for real-time data and includes features like PDF export for monthly reviews, something that would have taken months to build traditionally.



We don’t have to wait on engineering to build tools for us to troubleshoot issues.

Stephane Gonthier,
Head of Global Support

Shipping features that benefit both customers and support

The team now improves the product itself to reduce future support burden. When investigating customer issues became difficult due to unclear project identification, Stephane quickly added “Last Edited” timestamps to the projects dashboard. This helps support engineers immediately identify which project a customer is referencing while also helping customers find their most recent work. “We don’t have to wait on engineering to build tools for us to troubleshoot issues,” Stephane explains. “We’ve literally built our own troubleshooting tool to troubleshoot Fusion issues using Fusion.”

Team impact

Faster ticket resolution

What previously took days of engineering escalation now gets resolved in hours, with support engineers implementing fixes directly during customer conversations.

Enhanced team productivity

Support engineers can tackle problems they would normally escalate, reducing bottlenecks, improving response times, and offloading work from the core engineering team.

Self-service tool creation

Teams can build and iterate their own internal tools, custom dashboards, and tracking tools without organizational advocacy or engineering resources.

Improved customer satisfaction

Direct resolution capability means customers see fixes implemented immediately rather than entering lengthy development queues.

Top tips from the Support team

Target your daily pain points

Focus on issues you know how to solve conceptually but lack the development environment to implement. These represent the highest-value, lowest-friction starting points.

Document your workflows

Create clear documentation of your troubleshooting processes and tool requirements. This helps Fusion understand context and build more appropriate solutions.

Collaborate with technical team members when needed

For complex integrations like API connections, partner with developers for the backend work while you handle the UI and user experience elements yourself.

Tired of waiting on engineering to fix customer pain? [Spin up Fusion in Builder](#) and empower your support team to ship their own fixes and tools.

Fusion for Go-to-Market teams

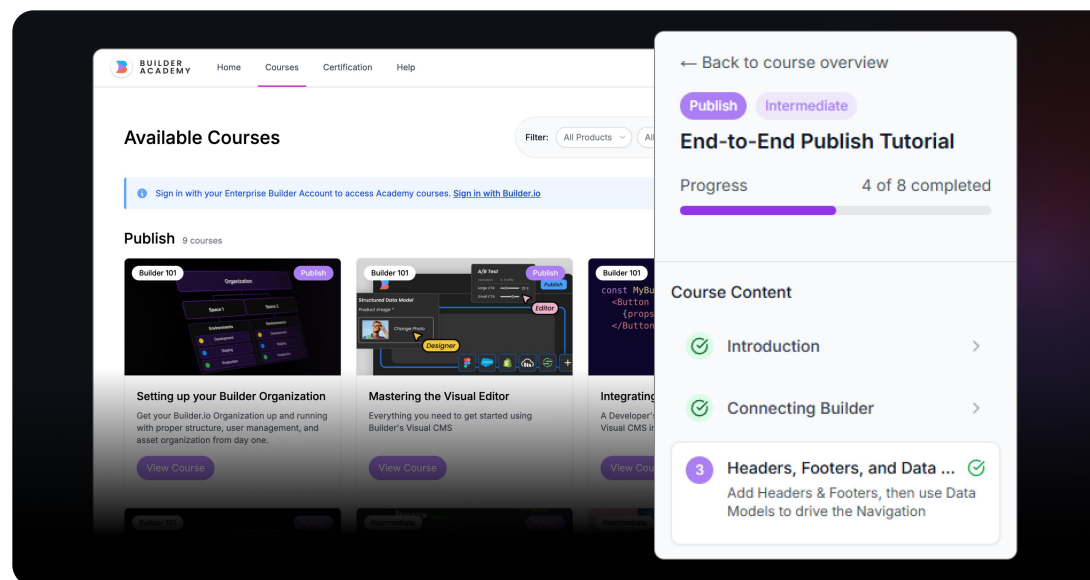
For sales, marketing, and success teams, Fusion makes demos and customer education feel like magic: tailored, live, and instantly shippable. These teams use Fusion to create compelling demos, build custom tools, and contribute to the product itself, dramatically reducing the time needed to showcase capabilities to customer, prospects, and partners.

Main Fusion use cases:

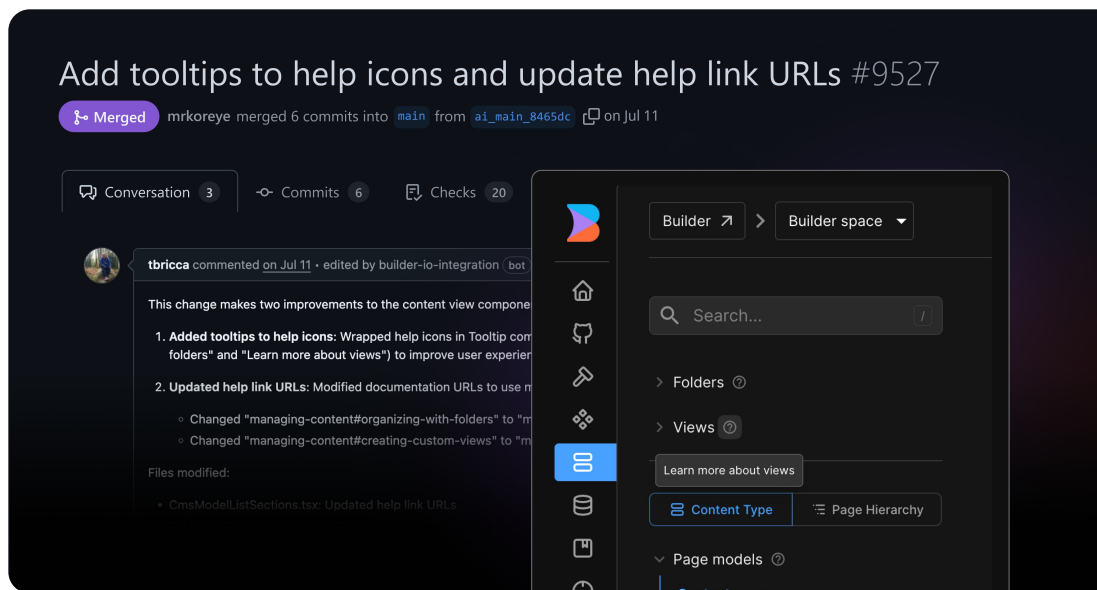
Personalized demo creation for enterprise sales

Sales engineers now create hyper-personalized demos tailored to specific prospects in minutes rather than days. Using Fusion, Solution Engineer Tony Bricca creates industry-specific demonstrations during or immediately after discovery calls. For a luxury hospitality client, he prompted Fusion to “take the Chase Sapphire Reserve luxury travel design” and within minutes had a fully functional hotel booking application complete with engaging blog articles and visual design. He then integrated it with Builder’s CMS to showcase real-time content management capabilities.

The marketing team takes this personalization even further with account-based marketing campaigns. They recreate prospects’ actual websites in Fusion, then demonstrate live transformations using Builder’s visual editor. This account-based marketing approach creates an immediate “aha” moment when prospects see their own digital experience being transformed in real-time.



Builder Academy Platform for partner and customer education



The PR was accepted on the first submission without requiring changes.

Tony Bricca,
Solution Engineer

Direct product improvements from customer-facing teams

Go-to-market teams can now add customer-requested features during calls rather than creating tickets. In his first week at Builder, Tony Bricca identified incorrect tooltip links in the Publish app documentation. Using Fusion, he fixed the issues and pushed changes to production: “The PR was accepted on the first submission without requiring changes.”

This capability transforms how customer-facing teams operate. When customers report UI issues or request small features during demos, sales engineers can often implement fixes on the spot or shortly after the call, turning potential objections into powerful demonstrations of Builder's commitment to customer success.

Customer education and certification platforms

The Builder Academy platform, where customers and partners go to learn about Builder, is nearly completely managed by the Partnerships team. Using Fusion, Enablement Engineer, Madison Dickson, has created several sophisticated gestures entirely through natural language prompts, including dynamic course navigation with progress tracking, interactive filtering, line-by-line code highlighting for tutorials, certification requirements tracking integrated with a Convex database, and local storage-based progress checkboxes for project requirements. The Academy platform is transforming how Builder scales partner and customer education. Instead of dedicating four weeks of customer engineer time per enterprise onboarding, customers complete self-paced modules before scheduling focused Q&A sessions. The platform tracks completion at both individual and organizational levels, enabling data-driven customer success interventions.

Team impact

Improved prospect engagement

Tailored demos that speak directly to a prospect's industry and use case create stronger connections and higher conversion rates.

Accelerated sales cycles

What previously required days of engineering support or generic, impersonal demos now happens in real-time. Sales engineers create compelling, industry-specific demonstrations during discovery calls, enabling same-day follow-ups with personalized proof-of-concepts.

Scalable customer and partner education

Builder Academy enables self-service onboarding for hundreds of partners and enterprise customers without requiring engineering resources. This frees up customer engineers to focus on complex integrations rather than repetitive training sessions.

Empowered non-technical contributors

Marketing, sales, and success team members who previously relied entirely on engineering can now build sophisticated tools, demos, and educational content independently. This democratization of development capabilities unleashes creativity across the organization.

Top tips from the Go-to-Market team

Use Fusion for the visual experiences

As Tony put it: "If you just want to build a really visual, compelling experience, it's going to be a lot easier to iterate quickly with Fusion versus AI IDEs like Claude Code."

Leverage existing design patterns

Use screenshots from popular applications or competitor products as starting points. Fusion excels at recreating familiar interfaces quickly, allowing you to focus on customization rather than starting from scratch.

Build iteratively with natural language

Start with basic functionality and add features through conversation. Madison's approach to the Academy navigation: "It started with just a single back button... then I said it'd be cool if we could see your progress and more easily switch between courses."

Want to show prospects their own product transformed in real time? [Build a demo in Fusion](#) and see how fast you can personalize proof-of-concepts.

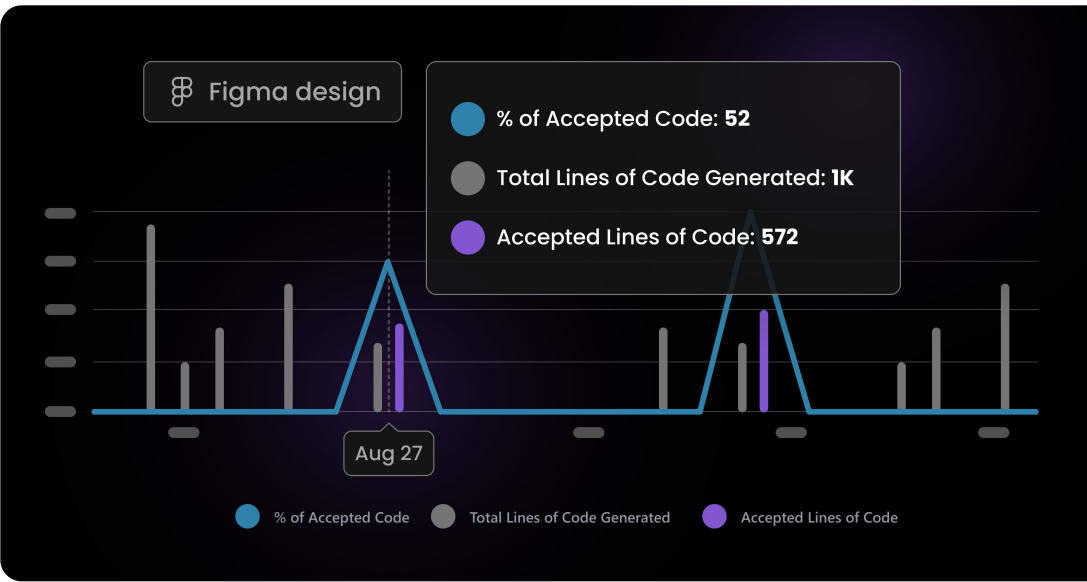
Fusion for Engineering

The Engineering team at Builder uses Fusion to accelerate UI development, turn Figma designs into code, eliminate the blank-screen paralysis, and maintain code quality standards while shipping features faster. Engineers leverage Fusion through their preferred workflows including CLI, VS Code extension, BuilderBot in GitHub, or the desktop app, enabling them to stay in their development environment while benefiting from AI assistance.

Main Fusion use cases:

Turning Figma designs into UI features in minutes

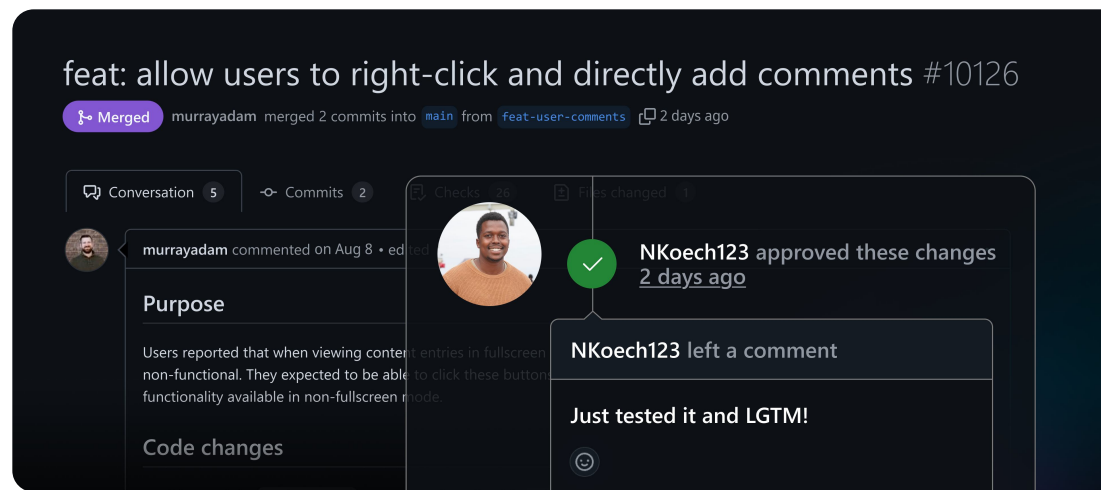
Engineers use Fusion’s design-to-code CLI to convert Figma designs from product designers into complete UI features with Fusion rather than starting from scratch. One Engineer, Ben Murray, described the impact: “I save double the time and triple the headache” with Fusion. When building the new Space Insights dashboard, he imported the Figma design and had all components in the right position with proper text, and correctly-designed charting package in one shot. “As an engineer, the biggest hurdle is zero to one. When you’re staring at a white screen in your browser and you’re like, ‘Oh my gosh, I don’t know where to start.’ This completely eliminates all those steps and I can easily iterate from there.”



“

I can check it out and test it right away without having to do all the setup.

Nicholas Koech,
Frontend Engineer

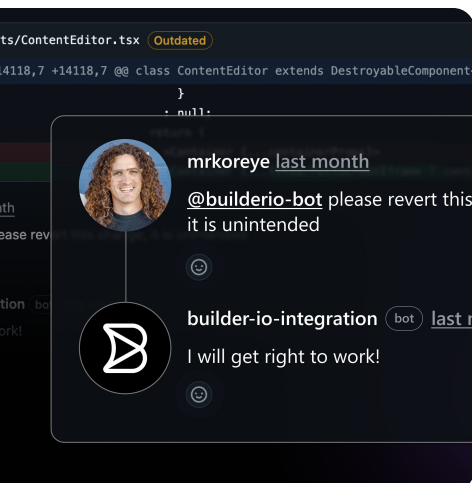


Collaborative prototyping and handoffs

Engineers seamlessly receive and iterate on prototypes from product managers. Nicholas, a frontend engineer, explains: “Adam, one of our product managers, will create a branch on Fusion with a prototype of something. Then, he will give me a link to that project. I can check it out and test it right away without having to do all the setup.” This completely eliminates the traditional friction of PM-to-engineer handoffs.

PR review automation with BuilderBot

When non-engineers submit PRs, engineers use BuilderBot to make code improvements directly rather than leaving comments that authors wouldn't understand. Kyle Fowler, Head of Engineering, explains the workflow: “Non-engineers often don't know what they're producing other than that it gave them what they wanted in the UI. Being able to use BuilderBot to ask it to make those changes instead of leaving comments means the authors don't get confused by technical feedback.” For example, before instituting a Builder Rule to handle dark mode variables, Fusion initially hard-coded CSS values instead of using dark mode variables. Using BuilderBot, engineers could simply tell it to update the code to use the proper CSS variables. “It's a nice interaction pattern between non-engineers making changes and engineers reviewing changes. We end up in a good place much faster than if the engineer actually had to get into a back and forth with the PM or designer.”



Rapid visual changes and polish

Engineers make UI adjustments more efficiently by visually selecting elements rather than having to describe them or send screenshots to their AI code editor like Cursor. Nicholas notes: “You can switch from interact to design, select just the element you want to change and be like, ‘I want this to be exactly like this,’ as compared to Cursor where you have to take a screenshot and paste it there. I trust something that I click and say ‘edit that’ more than AI having to figure it out with a screenshot.”

Team impact

Week-long UI projects now take hours

Engineers can iterate immediately on a working foundation rather than spending days getting the first mockup done, eliminating the dreaded blank-screen paralysis.

50% of frontend PRs are now Fusion-generated

The engineering team has dramatically accelerated feature velocity, with all new UI features in recent months built using Fusion.

Zero handoff friction with PMs and designers

Engineers receive working prototypes via a simple link, review them immediately, and use BuilderBot to refine code without lengthy back-and-forth communication.

PR-ready code from day one

Builder Rules and automated PR reviews ensure AI-generated code meets engineering standards without slowing down deployment, keeping quality high at speed.

Top tips from the Engineering team

Create comprehensive .builderrules

Ben emphasizes starting with Builder rules to save significant time: "If you give it examples, even tiny ones, it'll be eight times better." His rules are surprisingly simple but effective: "Always use MUI components when possible, always use colors from `appState.theme.colors` like `appState.theme.colors.textPrimary`." This ensures PR-ready code from the start.

Don't expect perfection, be explicit

Kyle's advice for working with AI: "Don't communicate with it like you're communicating with a human. It is a task-oriented product. Leave out ambiguity. Don't assume anything. Be explicit. If it acts like it doesn't know something, it probably doesn't."

Think of it as onboarding a new engineer

Frame your interaction with Fusion like training a new team member. As Kyle explains: "If you were onboarding a new engineer to the team, what information would you give them to make them successful? That's what you're doing here."

Start small and iterate

Following the advice from other teams, engineers recommend beginning with small, incremental changes rather than massive features all at once. This helps the team adapt to the new workflow and understand how to handle AI-generated code effectively.

Leverage existing workflows

Most engineers use Fusion through their local development environment via CLI or VS Code extension rather than the web interface, allowing them to maintain their existing workflows while adding AI capabilities.

Looking to kill blank-screen paralysis and double your frontend velocity? [Run Fusion inside your dev workflow](#) and start turning Figma into code in minutes.

Build, test, and ship together in one platform. Book a **Fusion demo** to see how.

Fusion isn't a bolt-on. It's a rethinking of enterprise-scale design-to-code, and the proven way to close one of the last major gaps in modern digital production. It's the proof point that the future of building is here: compressed workflows, AI-augmented tooling, and every role empowered to ship in code.