Griffin Wooldridge
Product designer and creator · @griffinwdesigns

Media kit · November 2026

Design, AI, and what comes next. Practical videos for people who build with AI.

Hands-on walkthroughs of the AI tools changing how products get designed and built. Viewers come to see a tool used for real, then go try it.

01 Channel performance YouTube, last 28 days

Views	Subscribers	Monthly audience	Watch time
802,070	36.9K	177.2K	8.2K
↑ 189% vs. usual	+3.1K this period	76% new viewers	hours watched

02 Top content What people are watching this period

Video	Avg. viewed	Views
UI Libraries for Claude Code (Ban the AI Look) Nov 7, 2026	37.1%	156,578
Build a Full App Inside ChatGPT With Jotform #JotformPartner #Jotform Short · Oct 19, 2026	116.4%	152,776
Claude Skills for Designers (Ban AI Slop Forever) Nov 3, 2026	27.1%	47,590
The Best Claude Skills for Brand and Marketing Design Nov 4, 2026	24.4%	33,510
How to Use Claude Skills as a Designer Mar 9, 2026	21.8%	28,928
Why Every AI-Generated UI Looks the Same Oct 9, 2026	32.2%	27,390

03 Audience Who watches, and where

Age
Views, last 28 days

25 to 34	40.8%
35 to 44	26.0%
45 to 54	12.9%
18 to 24	12.1%

66.8% are 25 to 44. 88% male.

Device
Watch time, last 28 days

Computer	53.2%
Mobile	27.0%
TV	14.1%
Tablet and other	5.7%

67% on a computer or TV, ready to try your product.

Top geographies
Views, last 28 days

United States	17.2%
India	10.7%
United Kingdom	5.8%
Germany	5.7%

Canada rounds out the top five at 4.6%.

My audience also watches: Jack Roberts · AI LABS · Nick Automates · Tim Gabe · Jason Lee

04 Partnership results Tracked through affiliate links

10.9%

Of visitors became paying Mobbin customers

12.9% of tracked visitors signed up since Apr 1, 2026.

84%
Sign-ups who paid

Worked with: Mobbin · Jotform · Framer · Wix · Relume · Miro · Bolt · UX Pilot · Brilliant

05 Formats and rates Starting points. Usage rights and bundles on request

Dedicated video

$1,500

A full walkthrough built around your product.

Integration

$750

A segment inside a relevant video, in real use.

Short-form

$500

Vertical video for Shorts, Reels and TikTok.

Let's work together

@griffinwdesigns on YouTube, Instagram and TikTok

griffin@griffinwooldridge.com