

How to Create and Manage Designs in Merch Launch

Learn how to effectively create, upload, and manage your custom apparel designs using the Merch Launch dashboard. This guide walks you through navigating the catalog, adding images to your canvas, and utilizing AI generation tools to bring your creative concepts to life.

1

Navigate to <https://app.merchlaunch.com/c/dashboard>

The screenshot displays the Merch Launch dashboard for a user named Adam Ho, ISP. The interface includes a sidebar with navigation links: DASHBOARD, CUSTOMER ORDERS, DISCOUNT CODES, PURCHASE ORDERS, STORES, PRODUCTS, COLLECTIONS, DESIGN, RE-SALES, INVENTORY, and REPORTS. The main content area features a top navigation bar with a 'DASHBOARD' tab, a 'Impersonating' warning, and a user profile. A yellow banner indicates a pending onboarding step: 'Set up Stripe Connect to receive payouts'. Below this, two summary cards show 'TOTAL SALES' as \$0.00 and 'TOTAL ORDERS' as 0, both with a '+0% vs last month' indicator. The central section is titled 'AI Design Suite' and provides instructions for generating graphics. It includes a video player for a 'MASTERCLASS: MERCH DESIGN' and a 'Design New Merch' button. On the right, a featured product 'Win Today Heavyweight Vintage Tee' is displayed, designed by ELEVATED, with links to 'Customize Design' and 'View in Store'.

2 Click "Design"

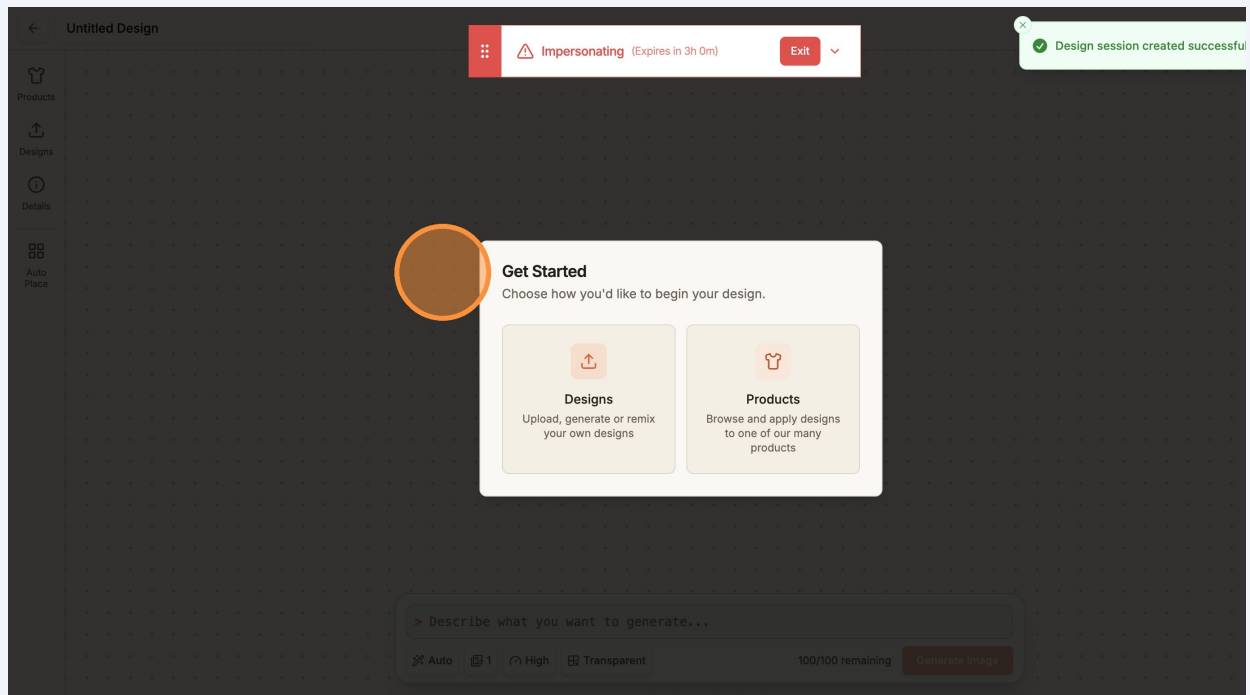
The screenshot shows a dashboard interface. On the left is a sidebar menu with items: DASHBOARD, CUSTOMER ORDERS, DISCOUNT CODES, PURCHASE ORDERS, STORES, PRODUCTS, COLLECTIONS, DESIGN (highlighted with an orange circle), PRE-SALES, INVENTORY, and REPORTS. Below the menu are links for 'Join Our Community', 'Webstore Settings', and 'Settings'. The main content area has a top navigation bar with an 'Impersonating' warning and an 'Exit' button. Below this is a yellow banner: 'One more step to complete your onboarding: Set up Stripe Connect to receive payouts' with a 'Complete Stripe Connect' link. The dashboard displays 'TOTAL SALES \$0.00' and 'TOTAL ORDERS 0', both with '+0% vs last month'. A 'MASTERCLASS: MERCH DESIGN' video player is on the left. The 'AI Design Suite' section describes an AI tool for generating apparel graphics, with a prompt example: 'Generate a vintage-style collegiate graphic with a tiger mascot and "Atelier Varsity" text in forest green...'. It lists features: 'Prompt-to-product in minutes' and 'Ship merch without a designer', and includes a 'Design New Merch' button. On the right, there's a 'Win Today Heavyweight Vintage Tee' promotion by ELEVATED, with 'Customize Design' and 'View in Store' links.

3 Click "Create New Design"

The screenshot shows the 'DESIGN' page. The sidebar menu is partially visible on the left. The top navigation bar includes the 'DESIGN' tab, an 'Impersonating' warning, and an 'Exit' button. A yellow banner at the top reads: 'One more step to complete your onboarding: Set up Stripe Connect to receive payouts' with a 'Complete Stripe Connect' link. The main section is titled 'Designs' and contains a 'Create New Design' button (highlighted with an orange circle). Below the button is a table with columns 'Name' and 'Updated At'. The table is currently empty, displaying 'No results.' at the bottom.

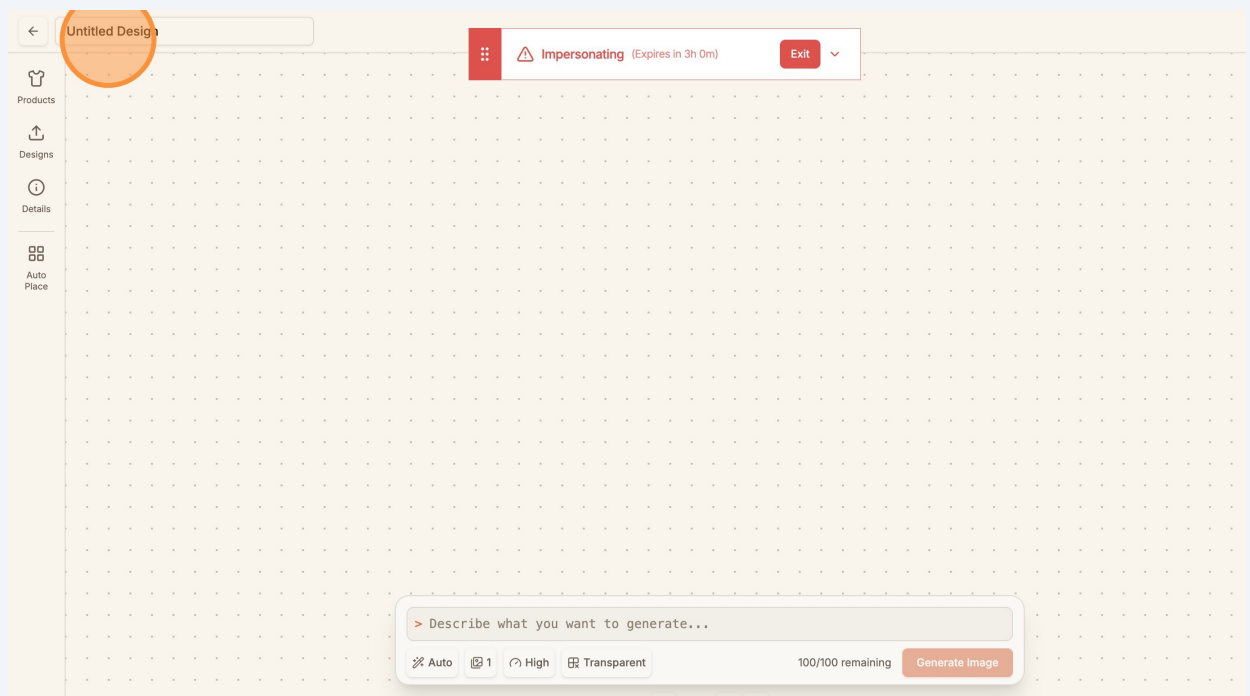
4

Upload your design or choose a product. Click on the canvas if you just want to explore.



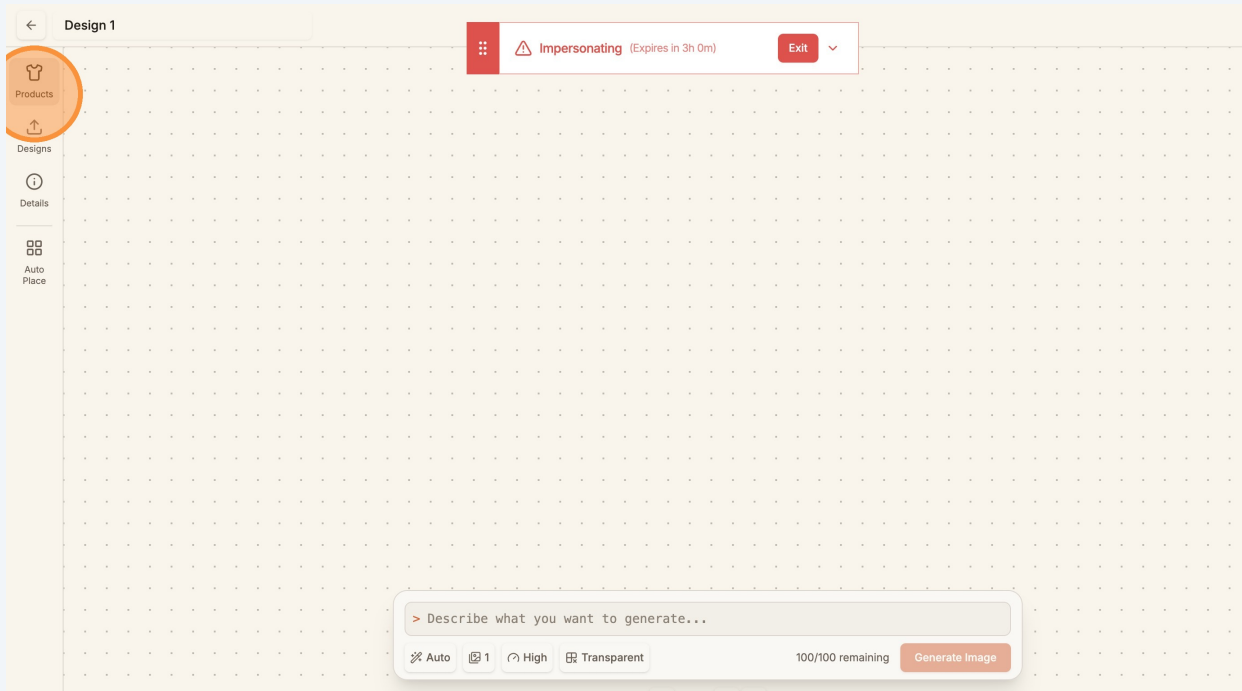
5

Rename your design.

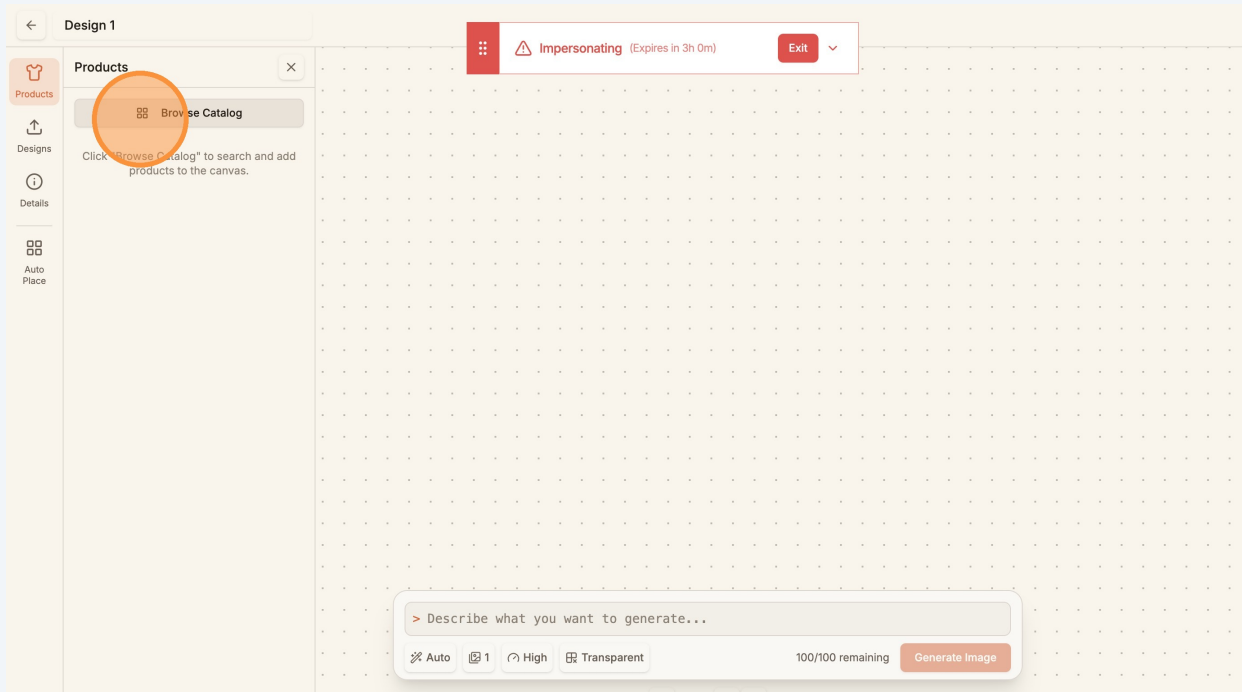


6 I named it "Design 1"

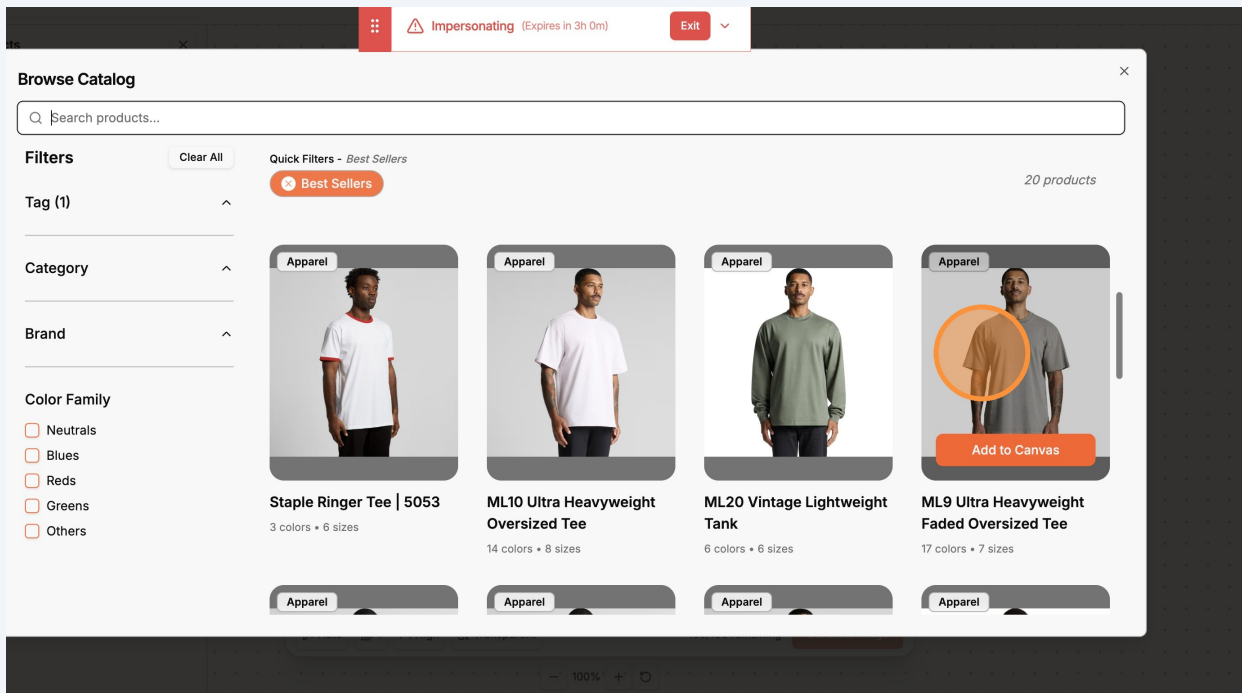
7 I'm going to start off with a product for this example



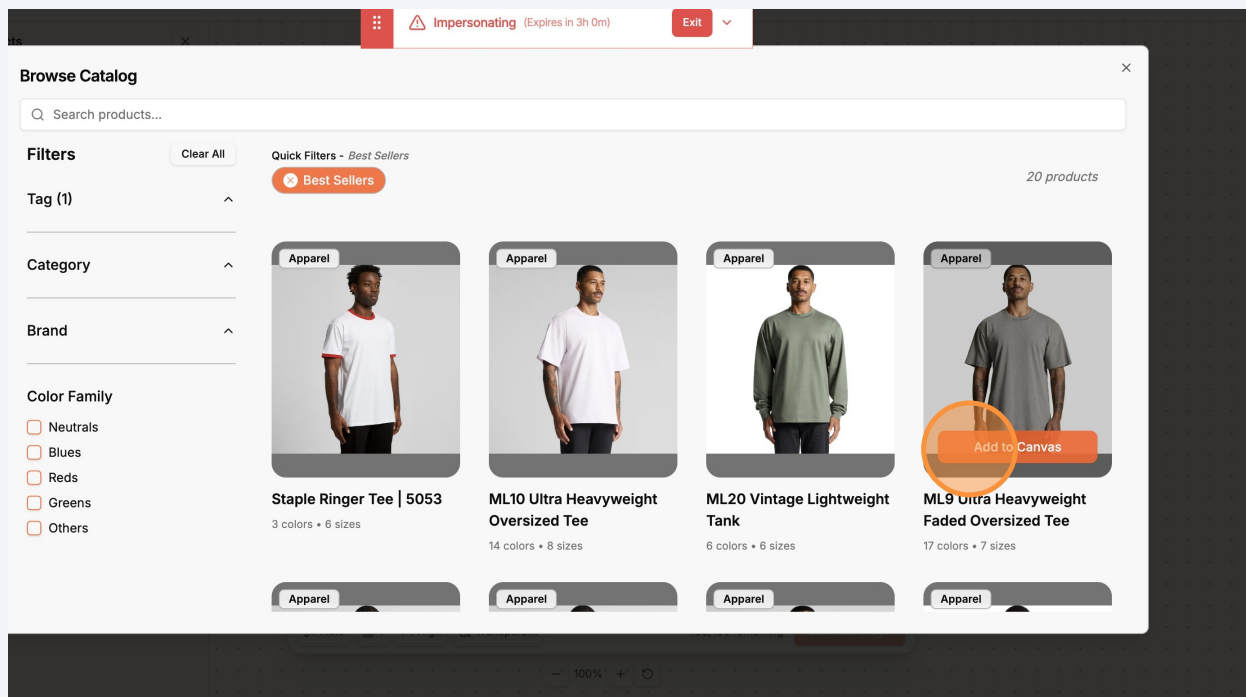
8 Click "Browse Catalog"



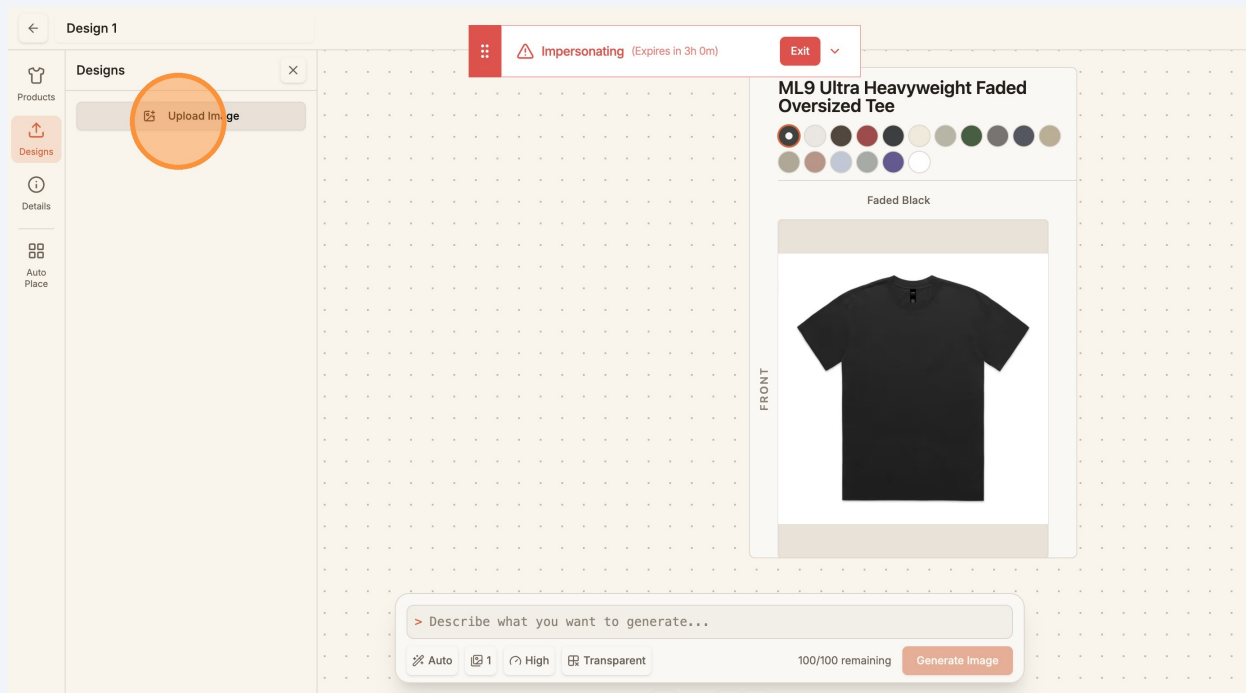
9 I am choosing the ML9 Ultra Heavyweight Faded Oversize Tee.



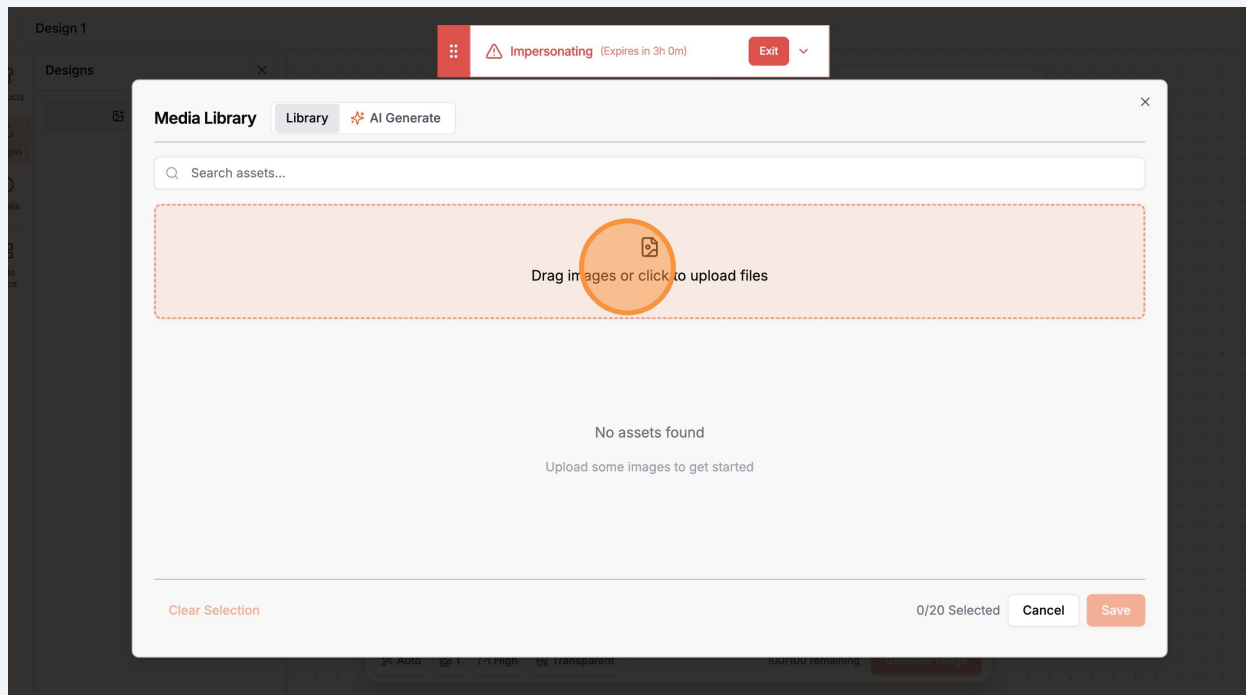
10 Click "Add to Canvas"



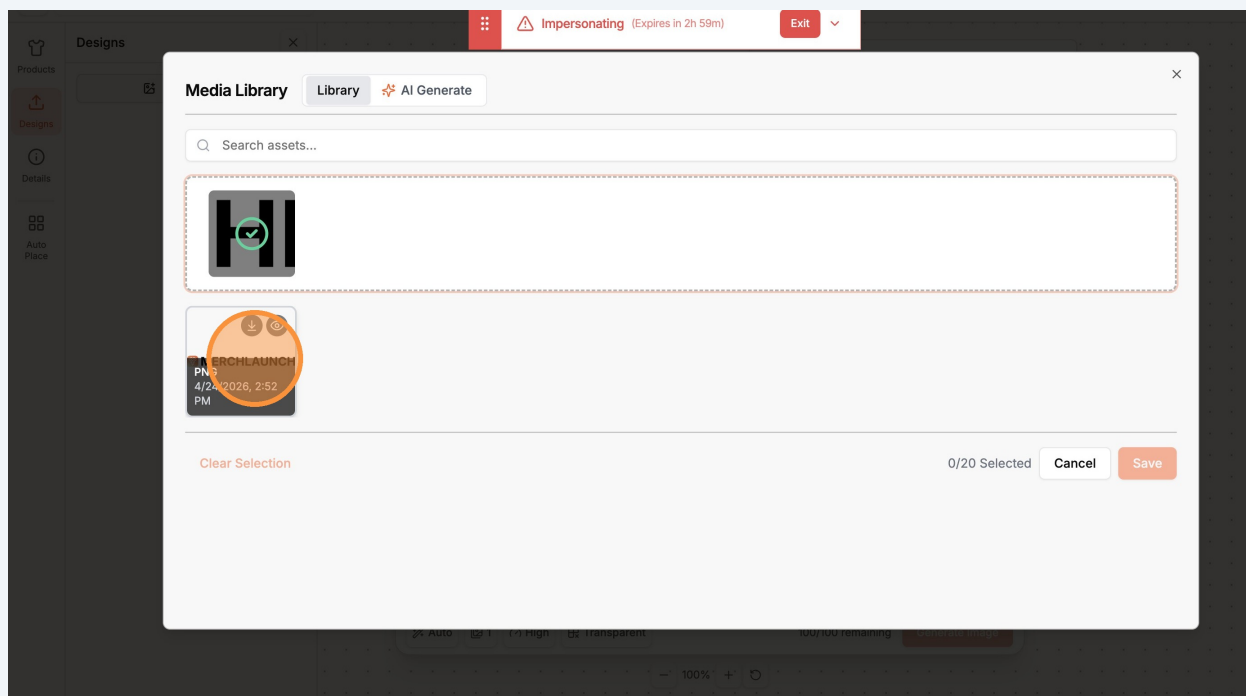
11 Next, I'm going to upload an image since I have a logo already



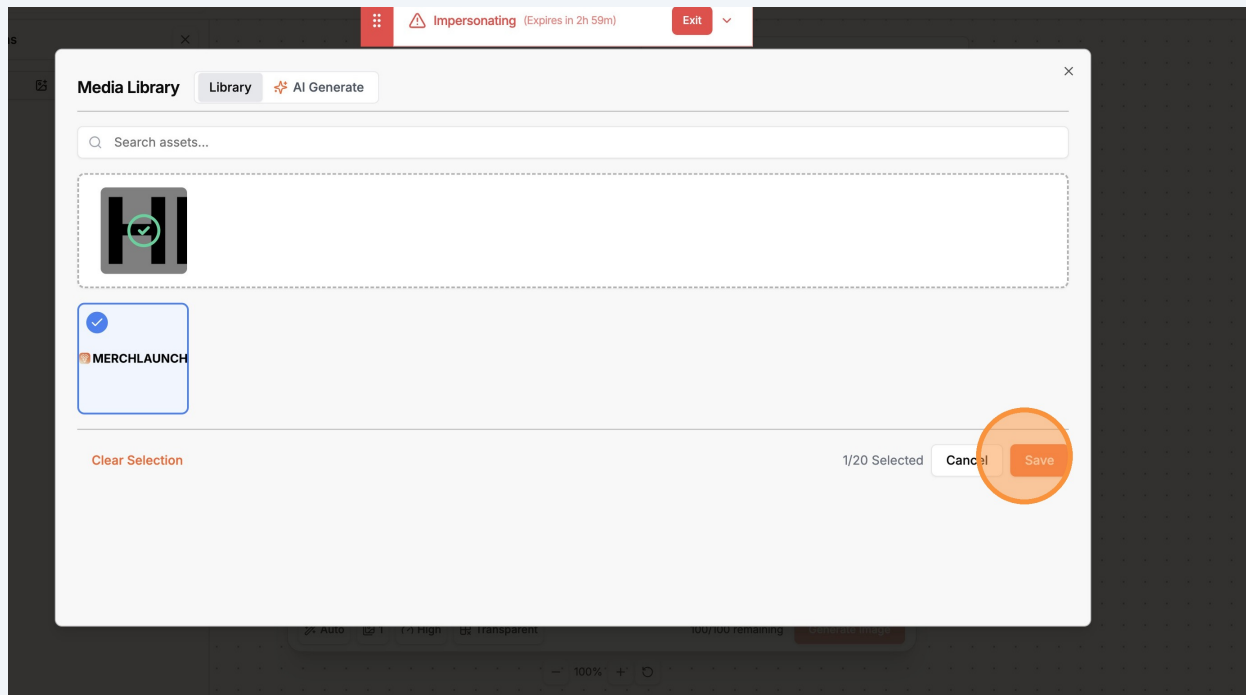
12 Click "Drag images or click to upload files"



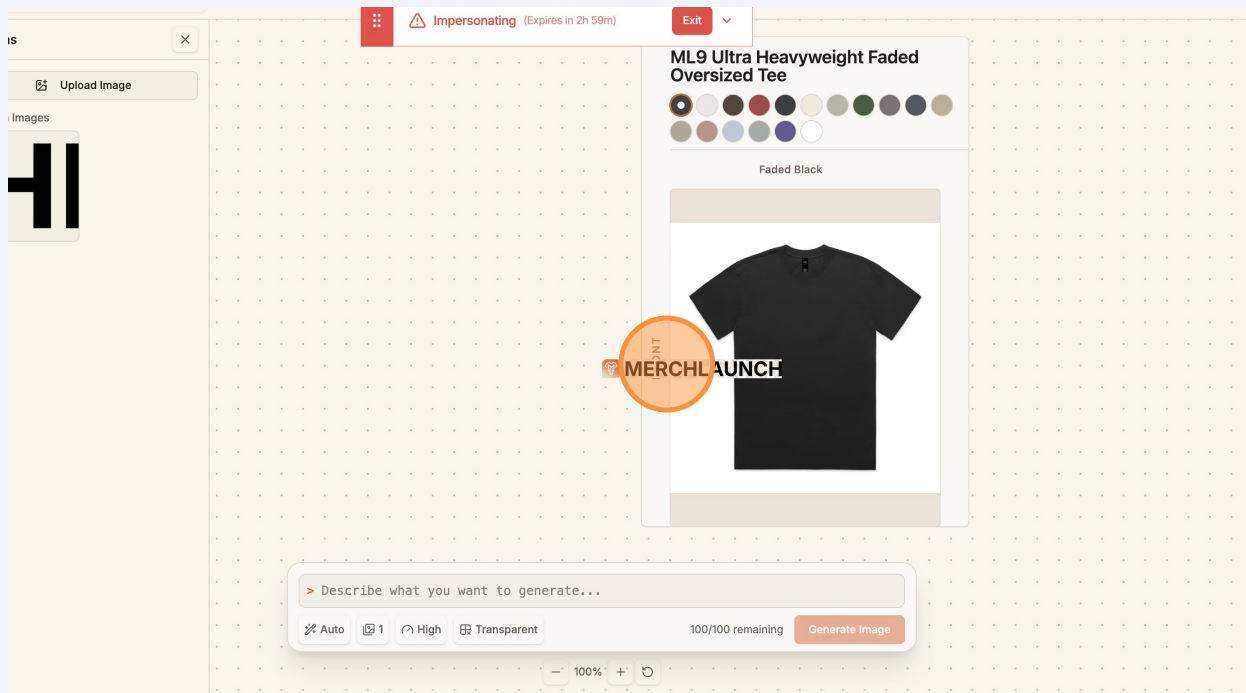
13 Click "PNG4/24/2026, 2:52 PM"



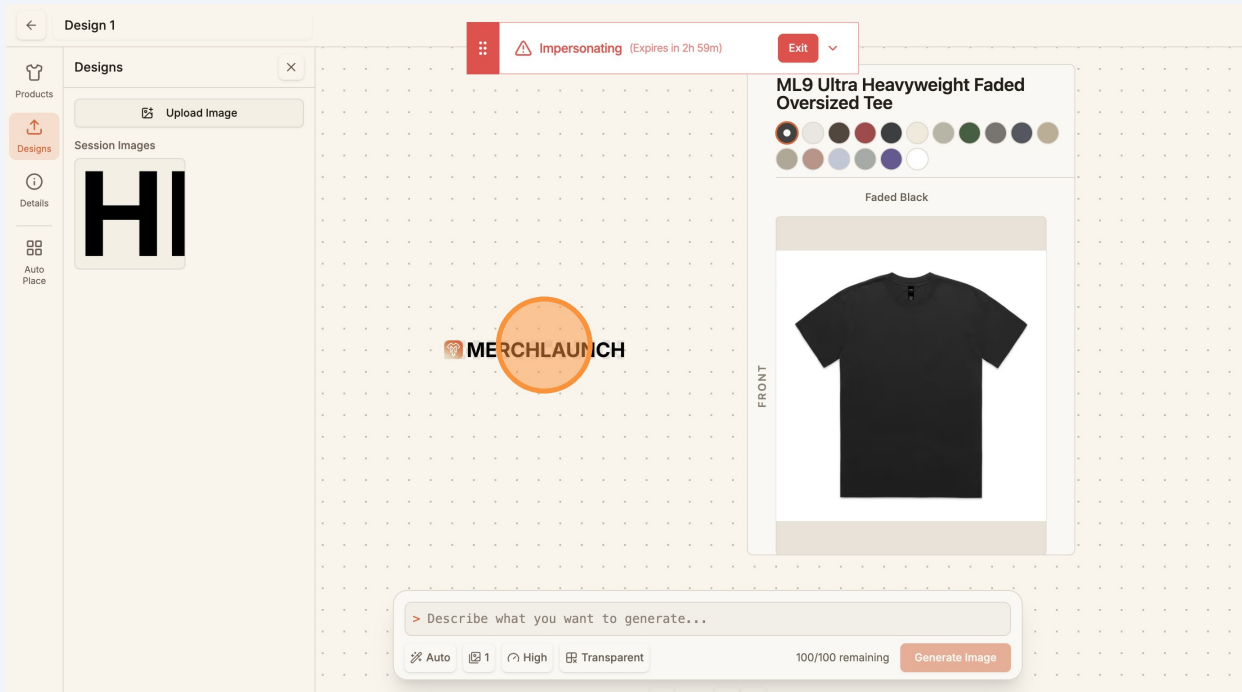
14 Click "Save"



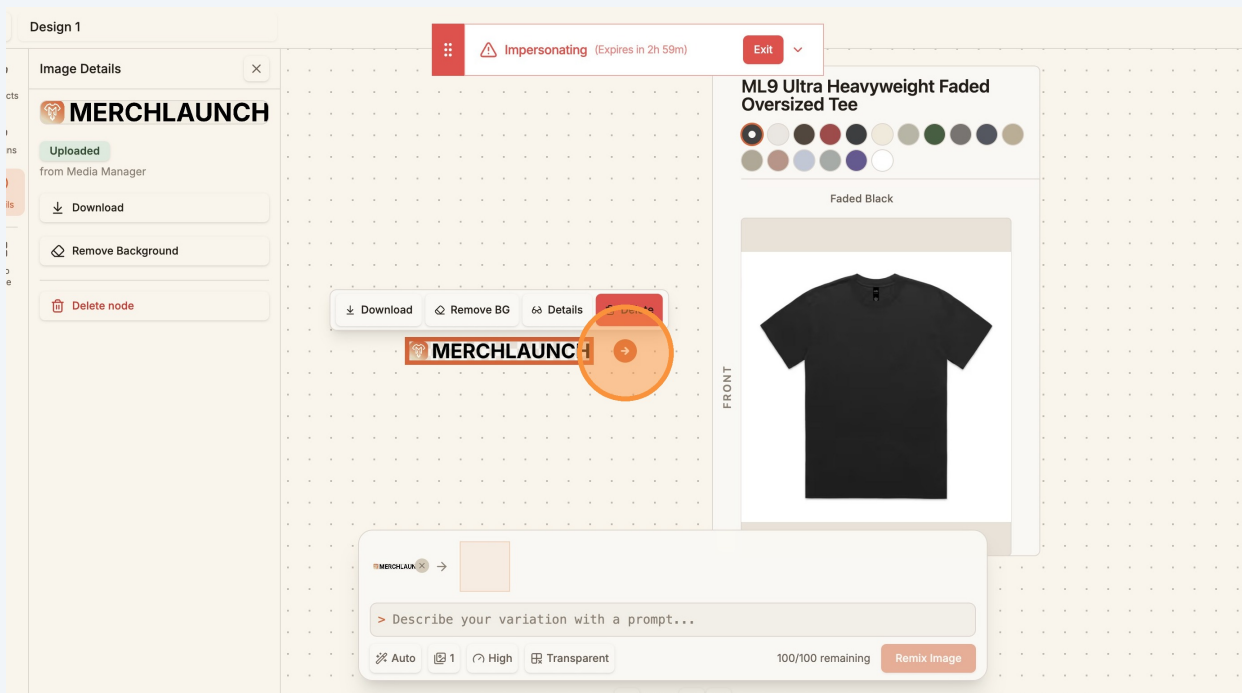
15 I like to drag the design to the left of the product.



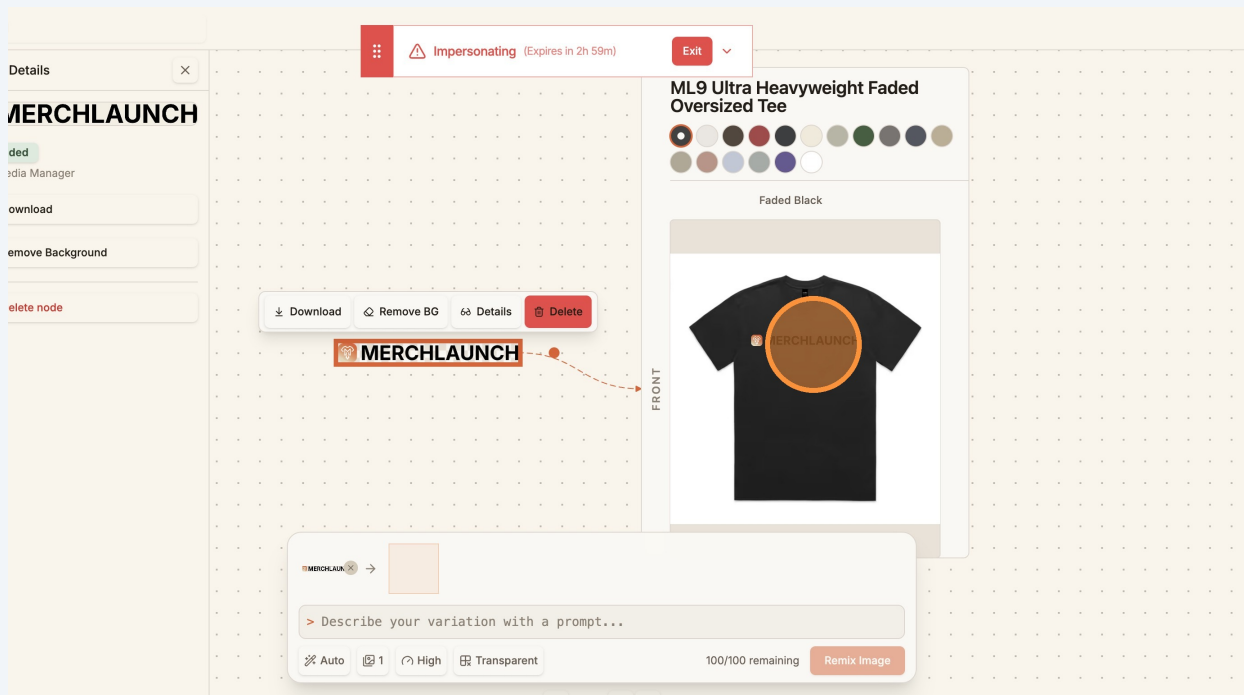
16 Like so.



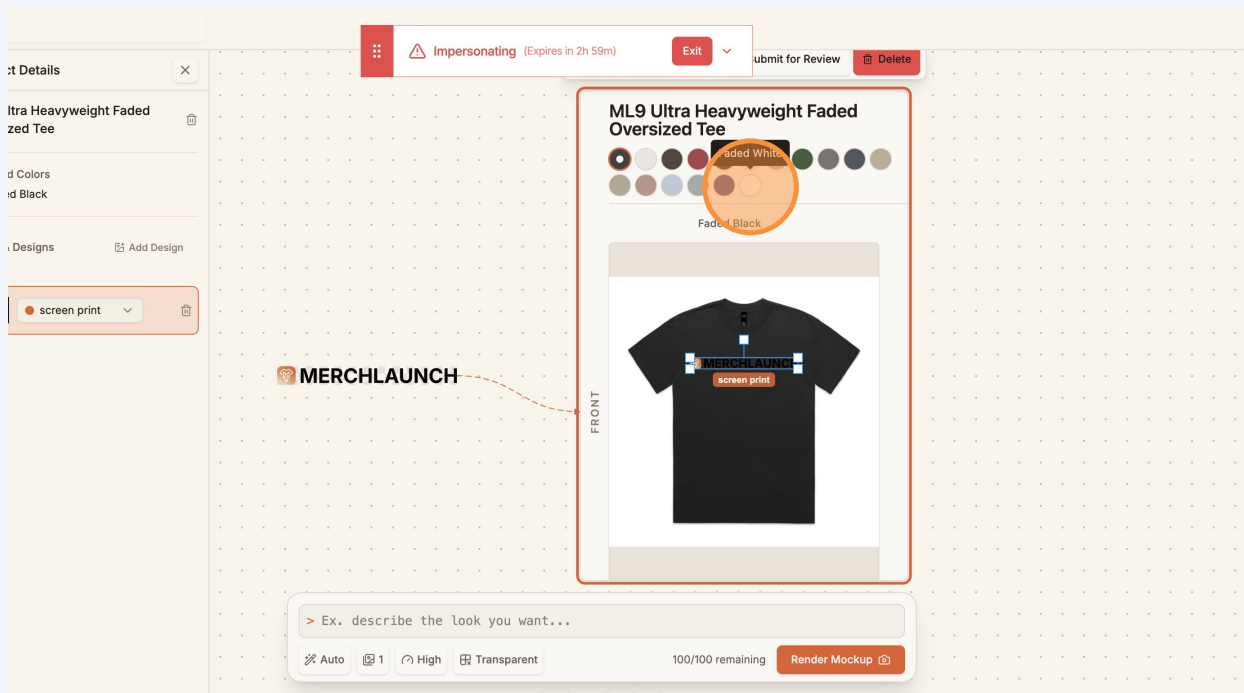
17 Click the little dot to the right of the design and drag it on to the product.



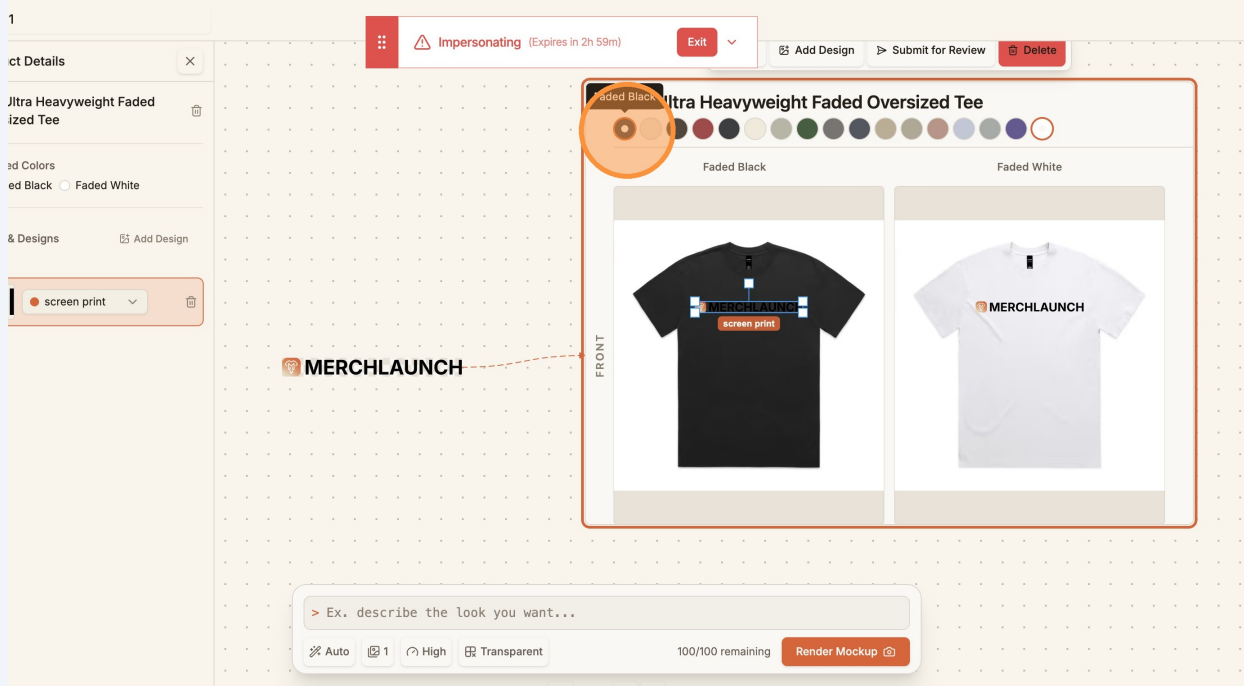
18 Black text probably doesn't work that well on a black shirt.



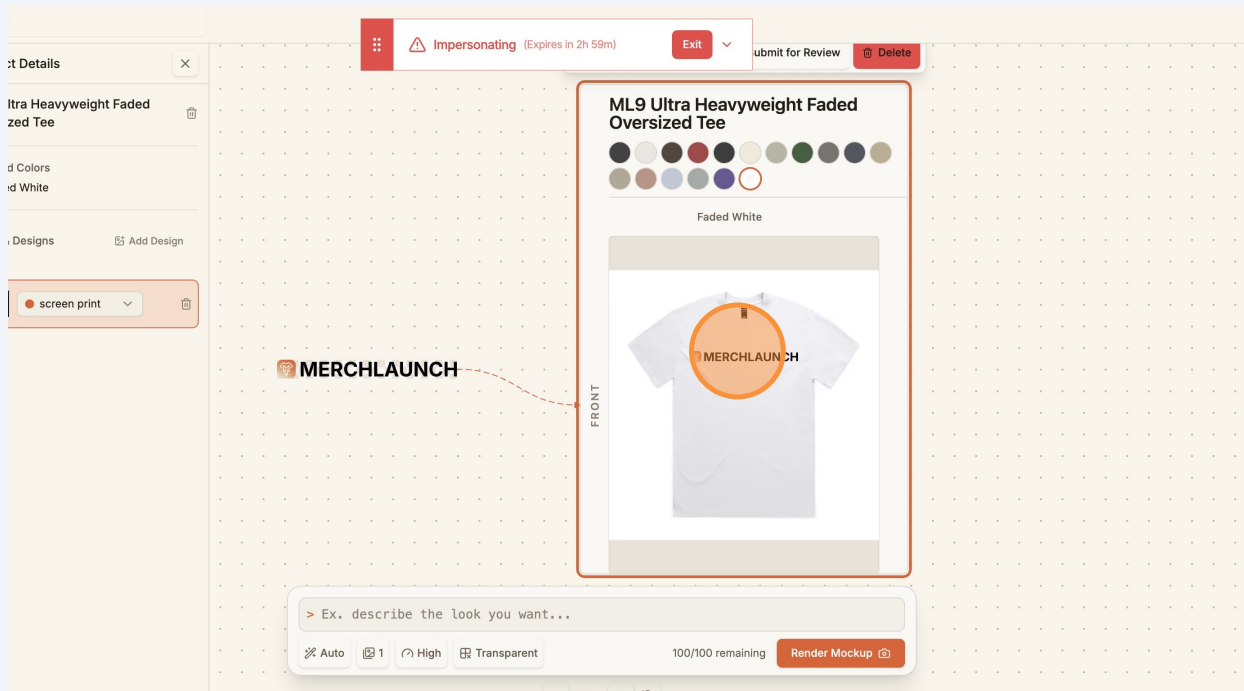
19 I am going to change the shirt to a white shirt.



20 Perfect. Now I'm going to deselect the black shirt.

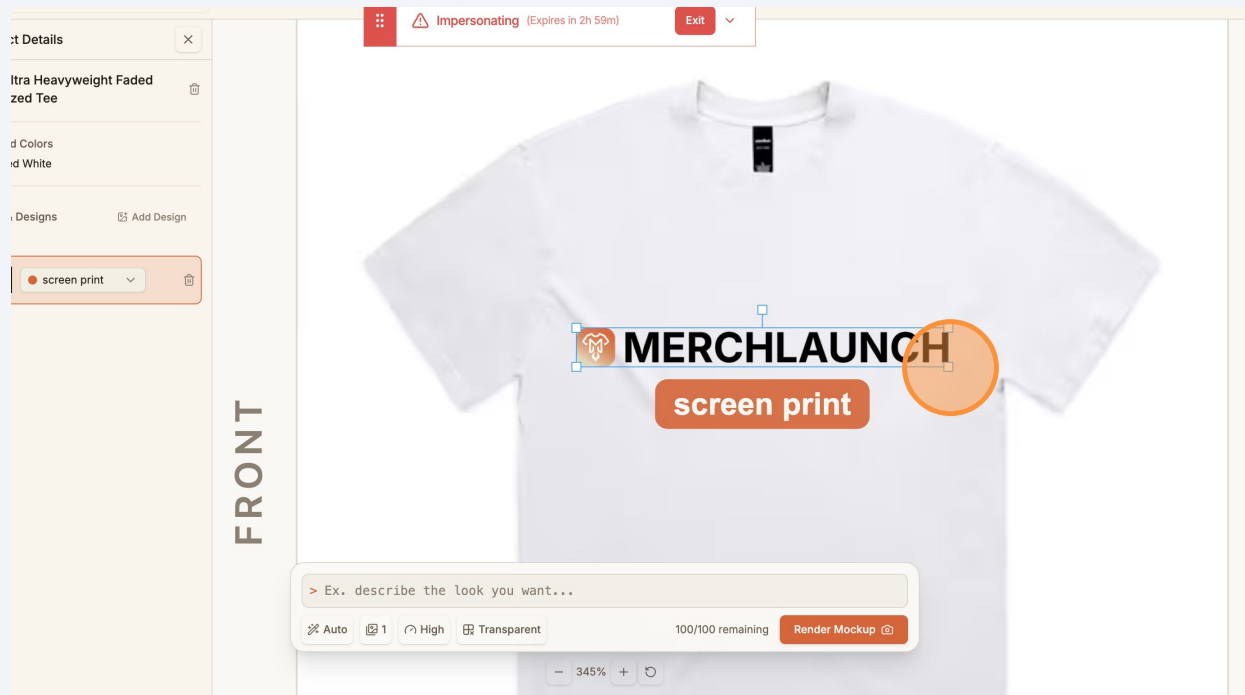


21 I'm going to resize it to my liking.



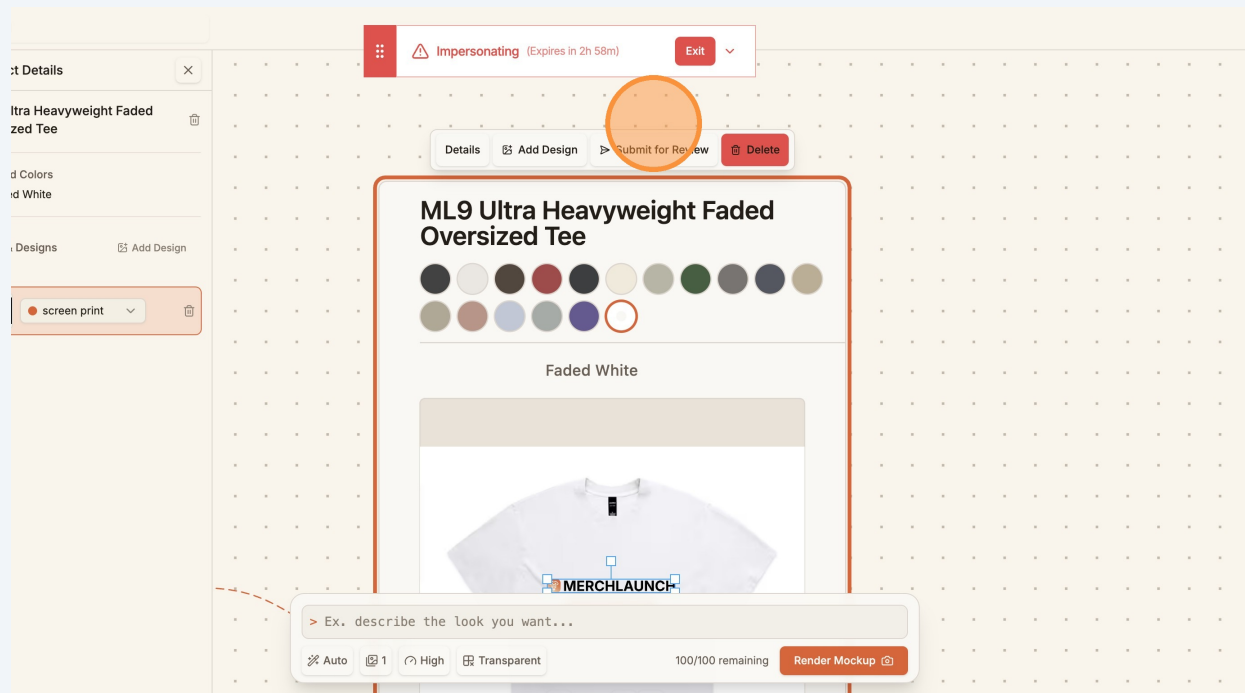
22

Zoom in to confirm. Screen print method works for me. Look at the left panel if you want embroidery or other print methods.



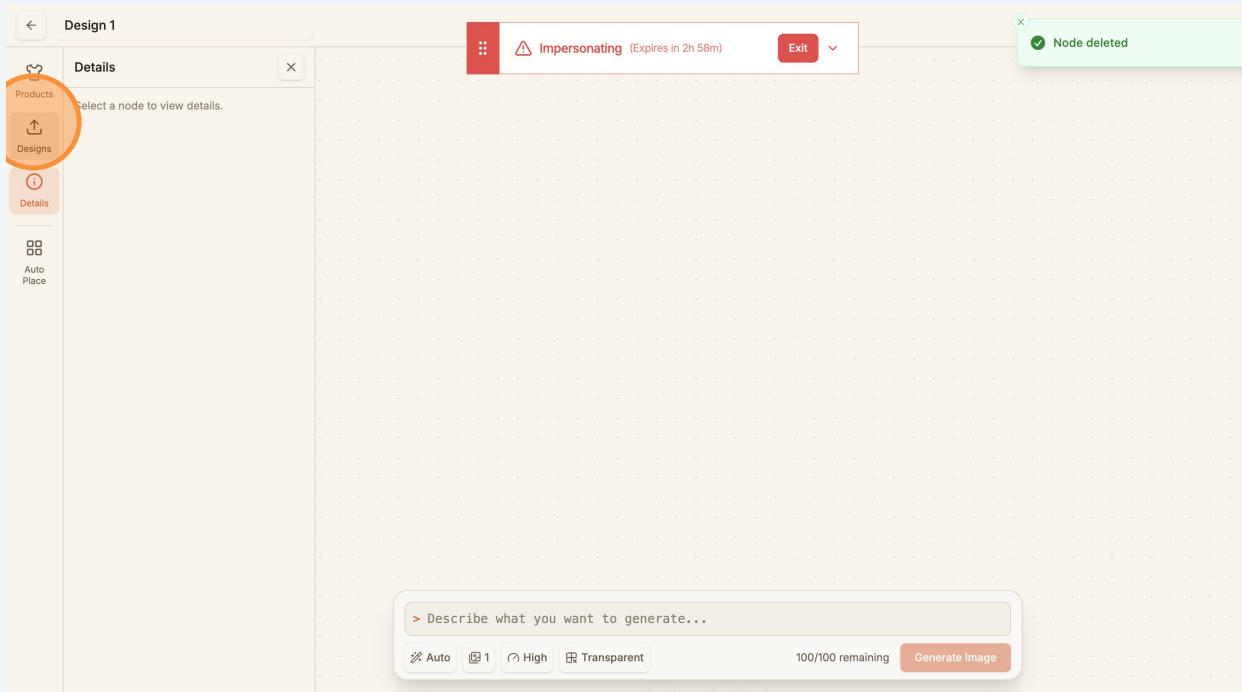
23

Submit for review. Our team will return with comments or approve if everything looks good.



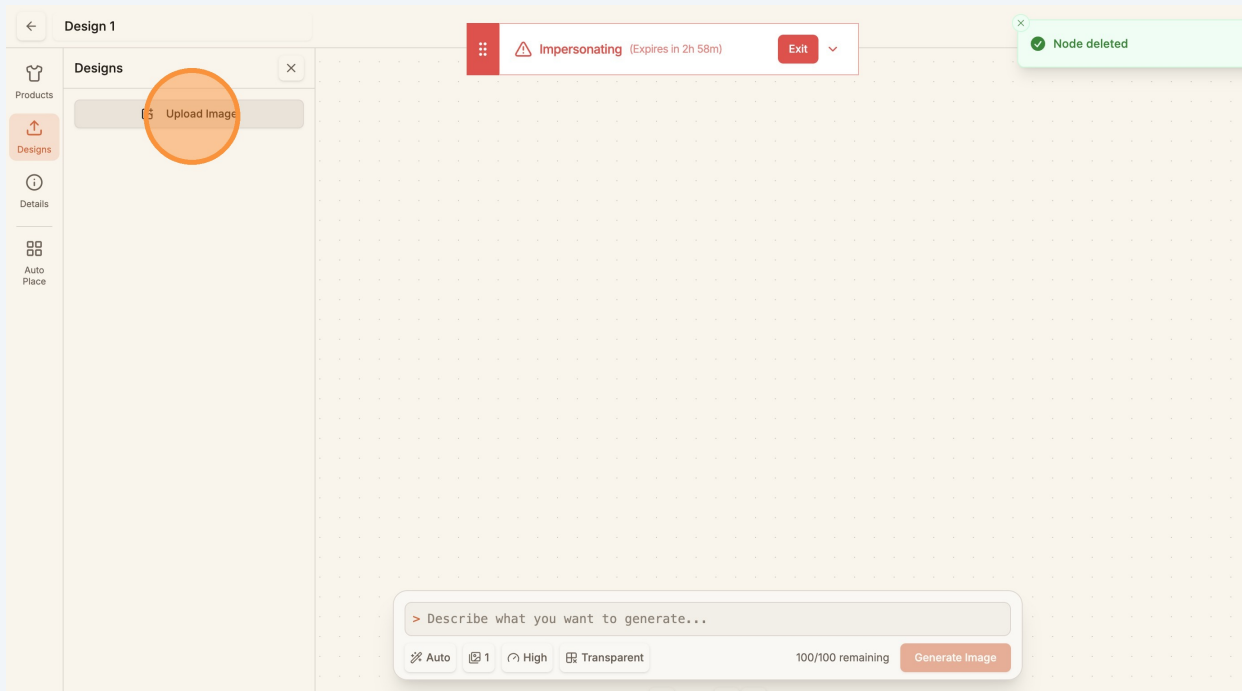
24

Say you want to upload your own mock-up so that we can provide you a recommendation.

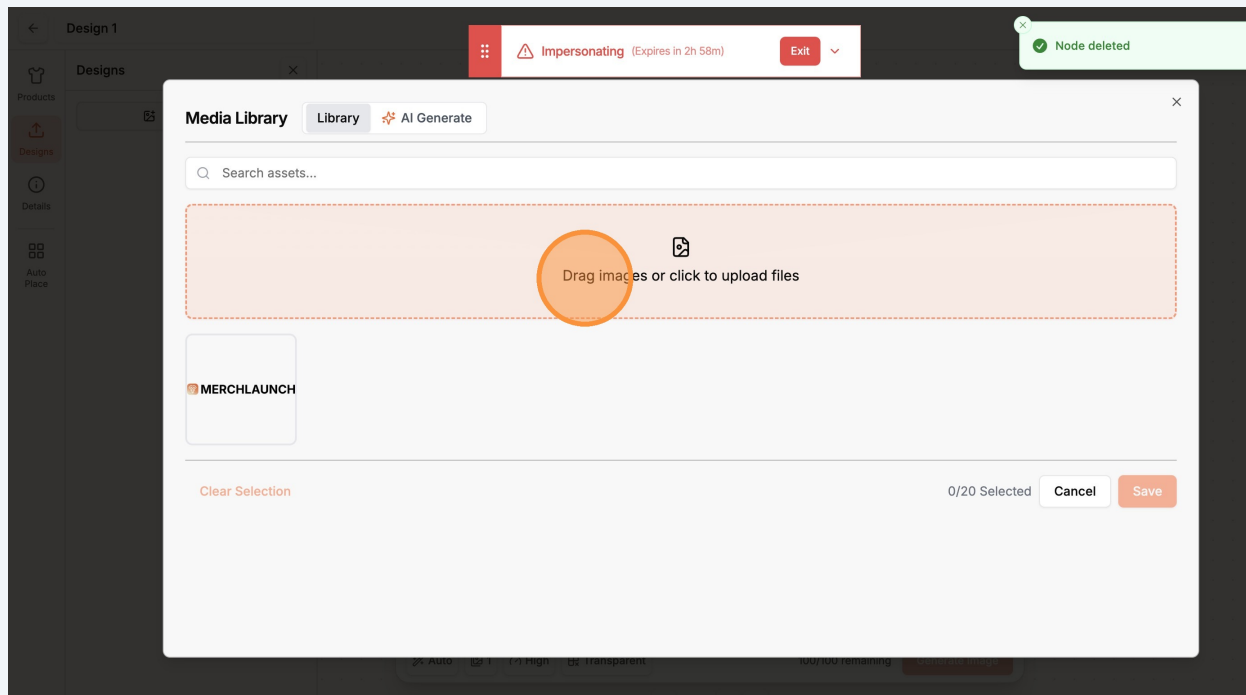


25

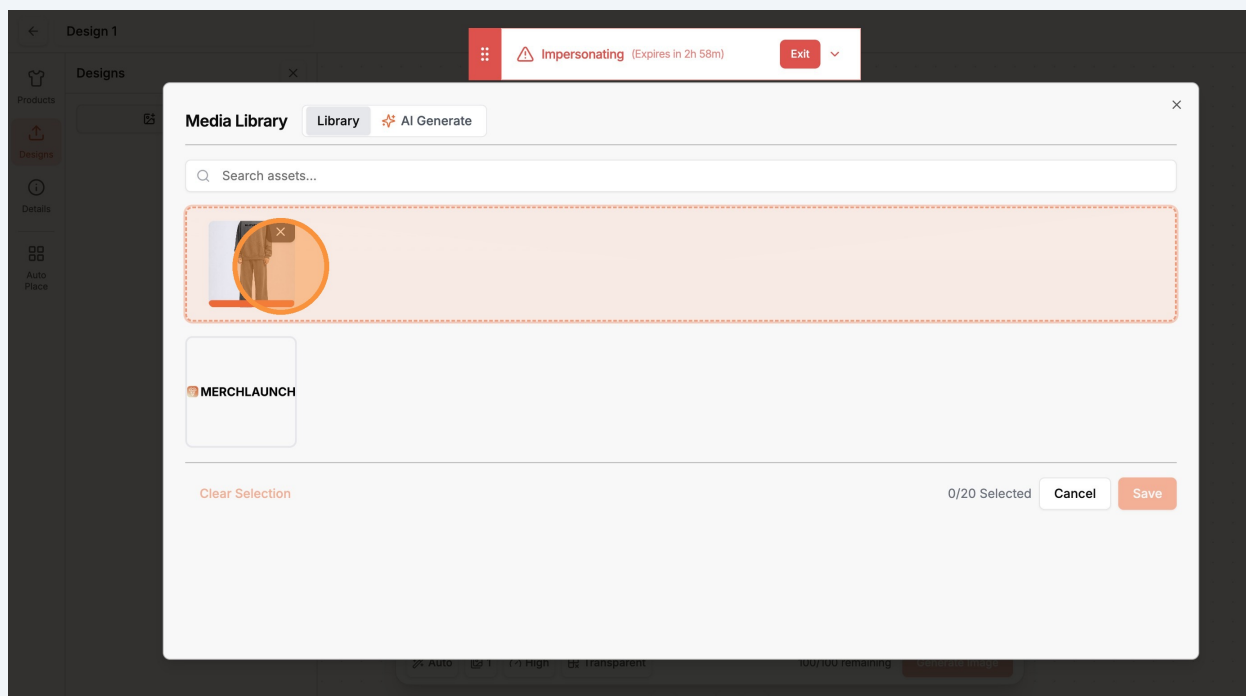
Click "Upload Image"



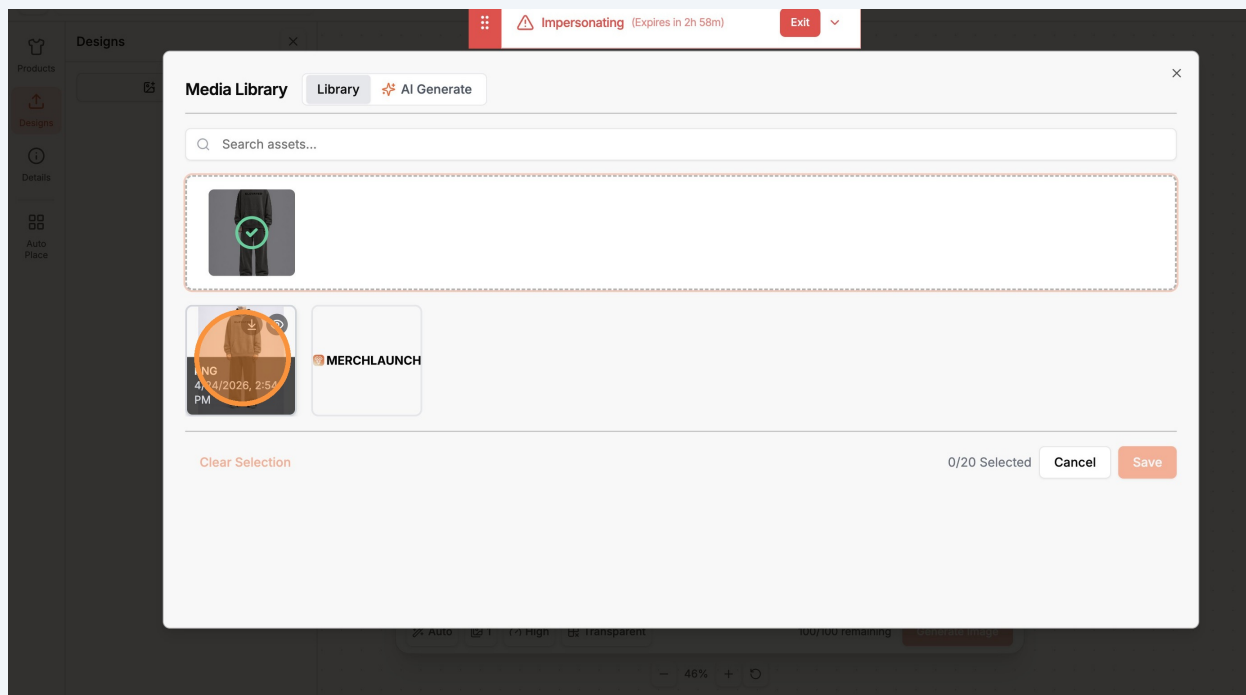
26 Click "Drag images or click to upload files"



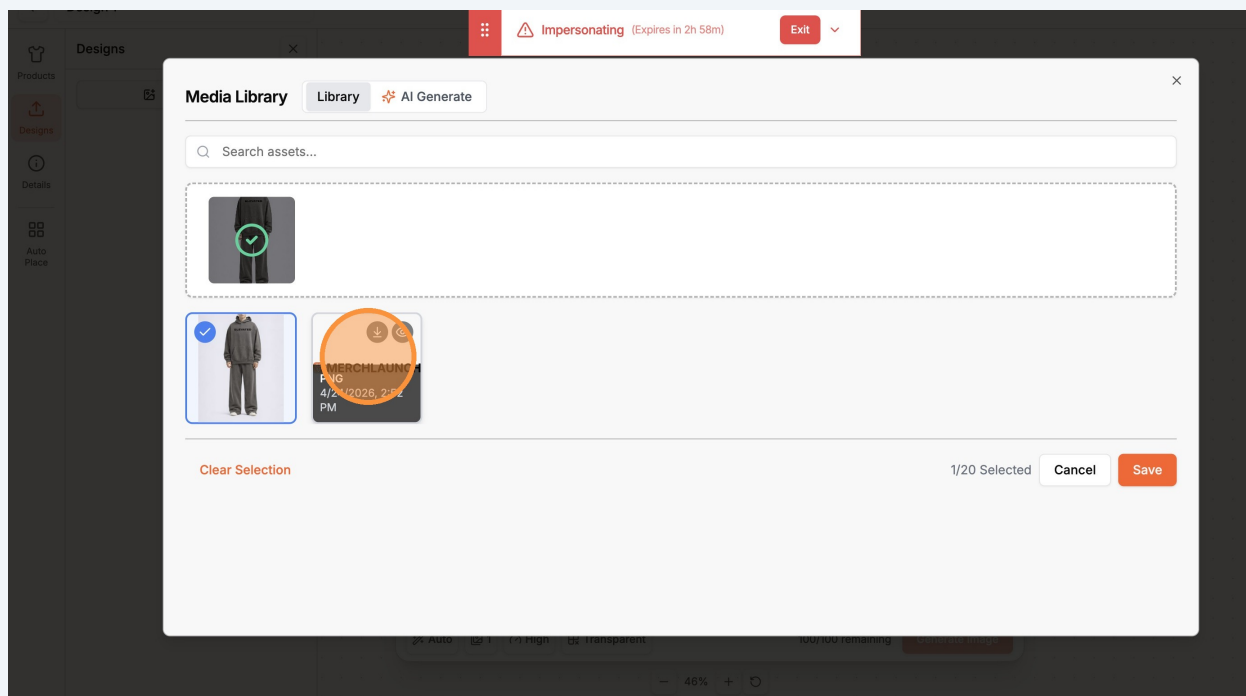
27 Add your mock-up and the design file.



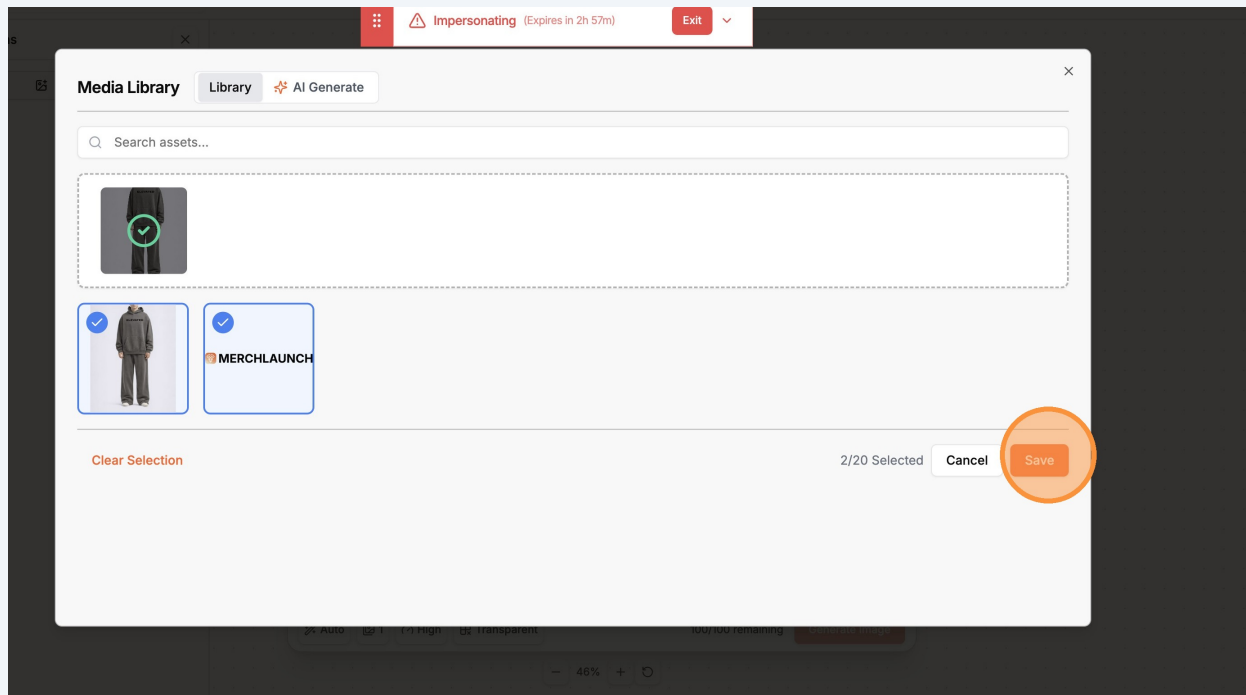
28 Click "PNG4/24/2026, 2:54 PM"



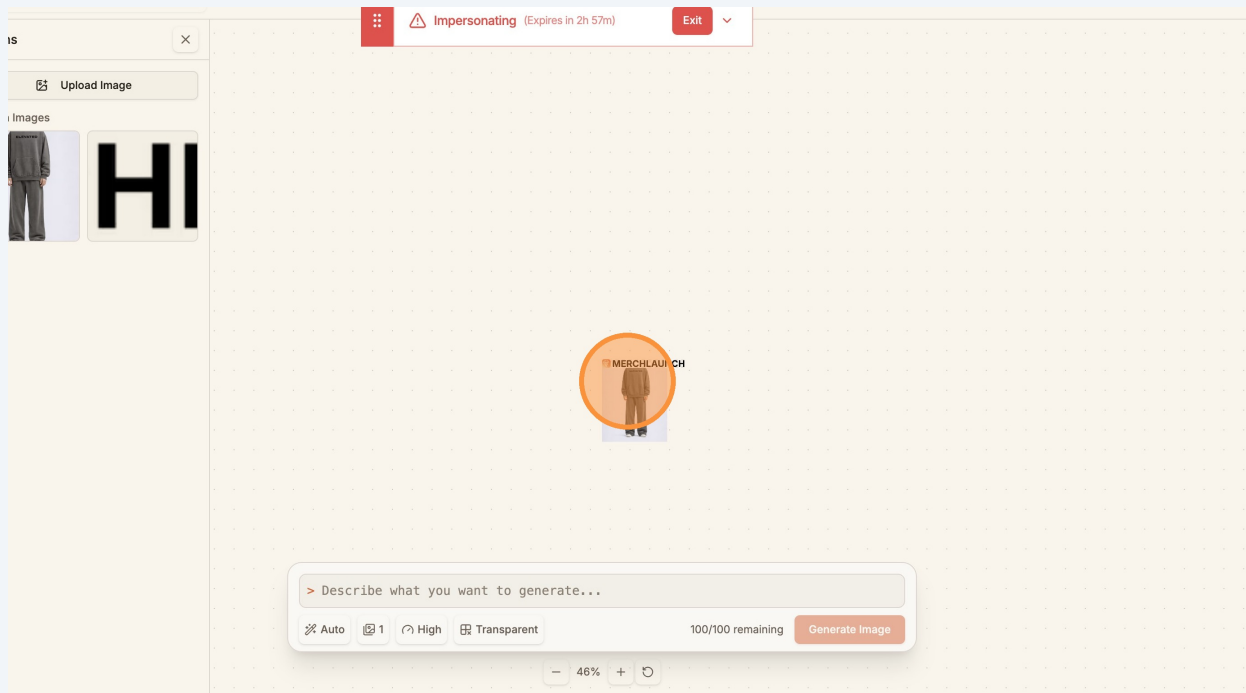
29 Click this image.



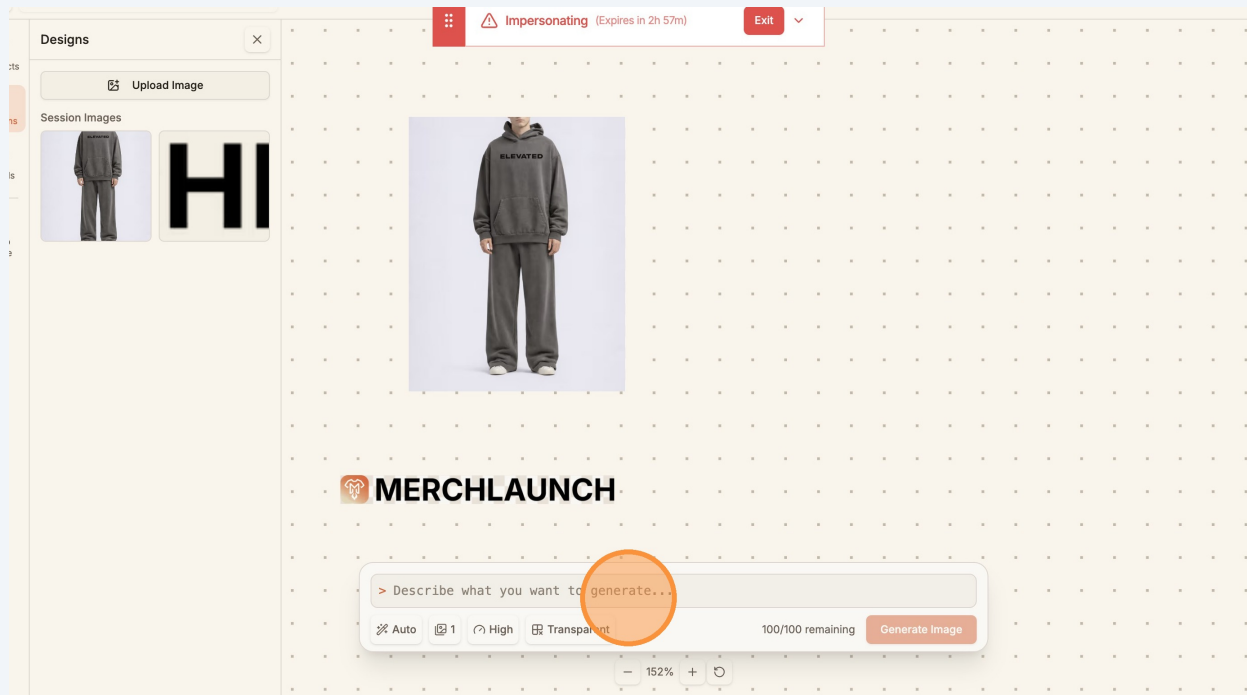
30 Click "Save"



31 Arrange your canvas using the "Auto Place" button on the left panel to have a clean workspace.

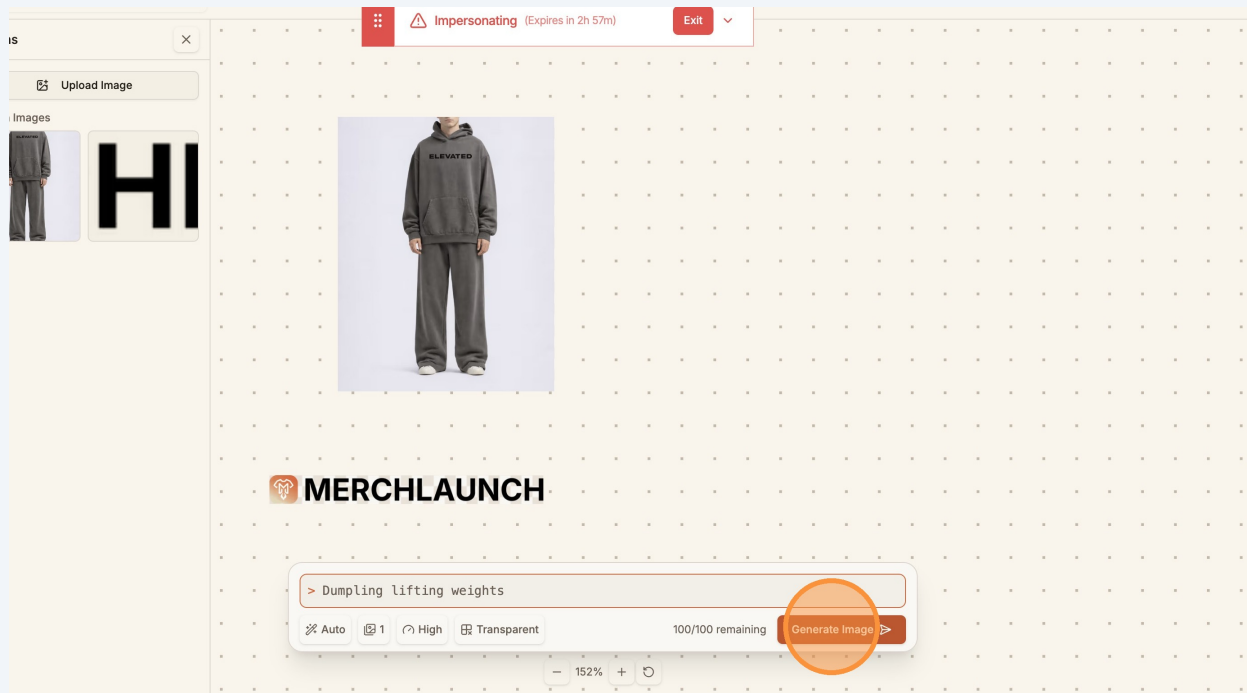


32 You can also use the AI generation tool to design!

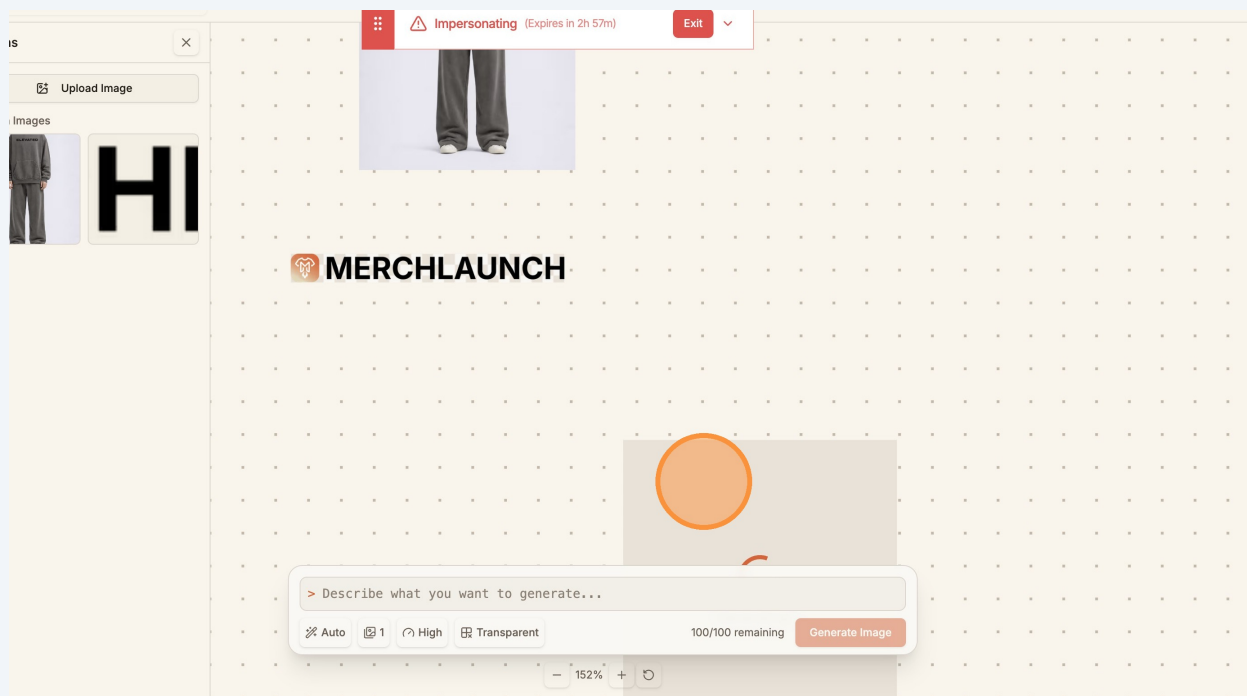


33 I love dumplings so I'm going to use "Dumpling lifting weights".

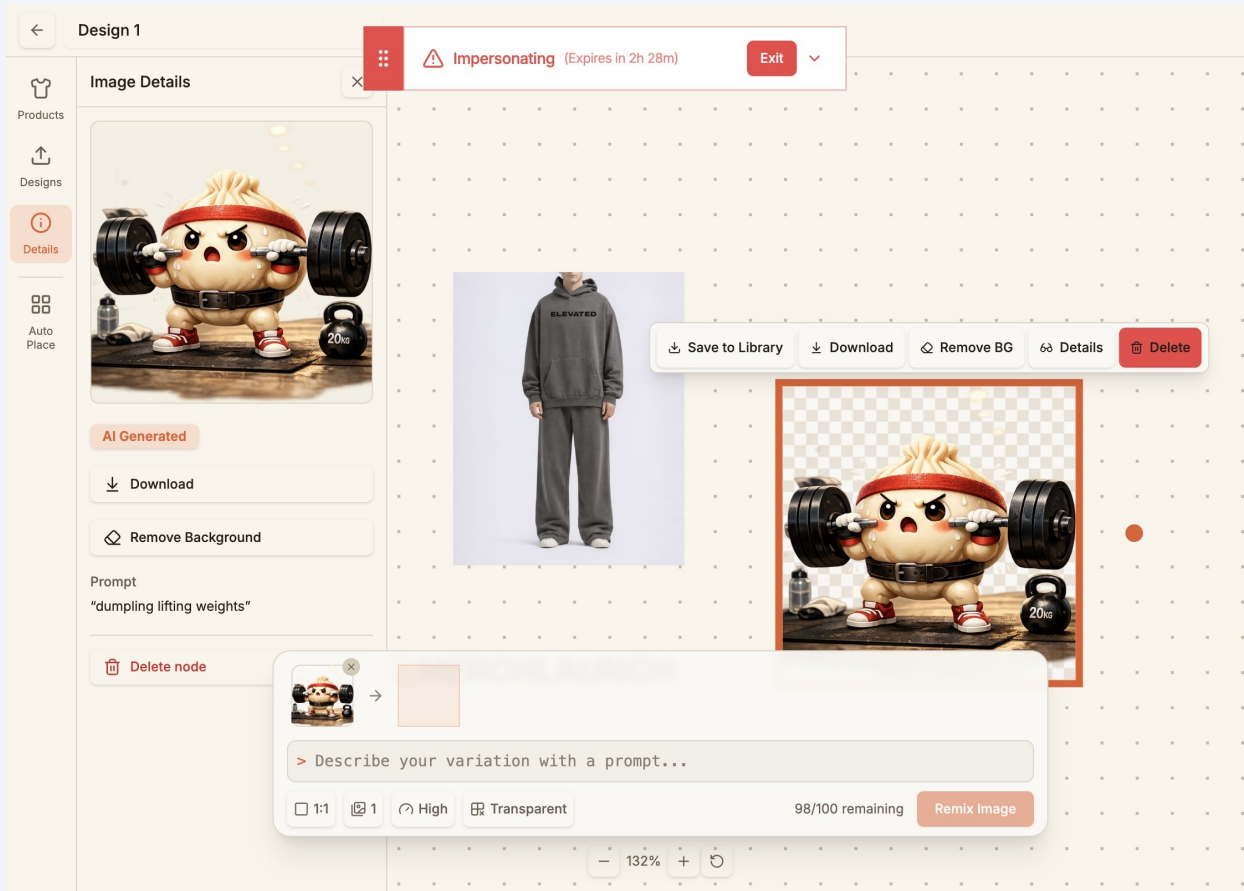
34 Click "Generate Image"



35 It takes about 30 seconds to a minute for the image to generate.

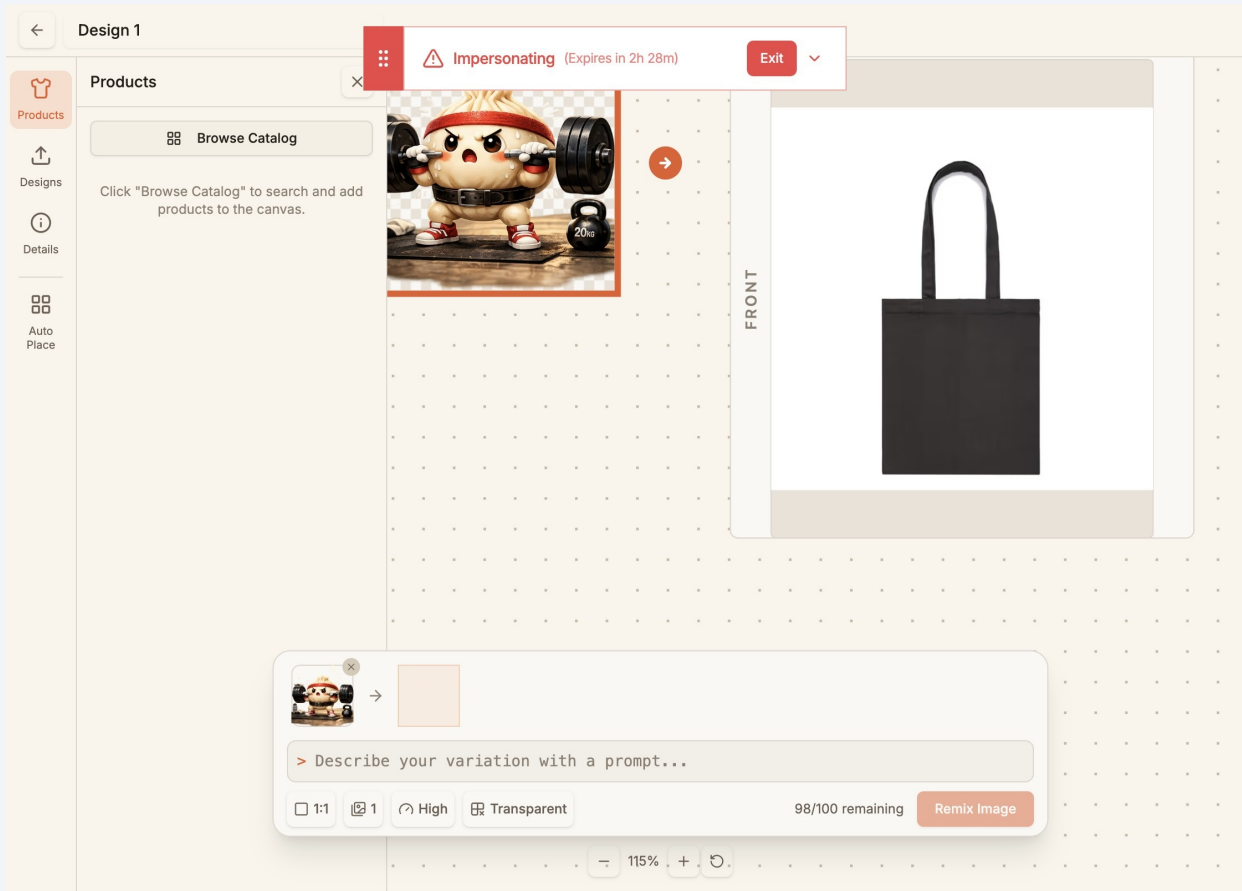


36 Dumpling generated!



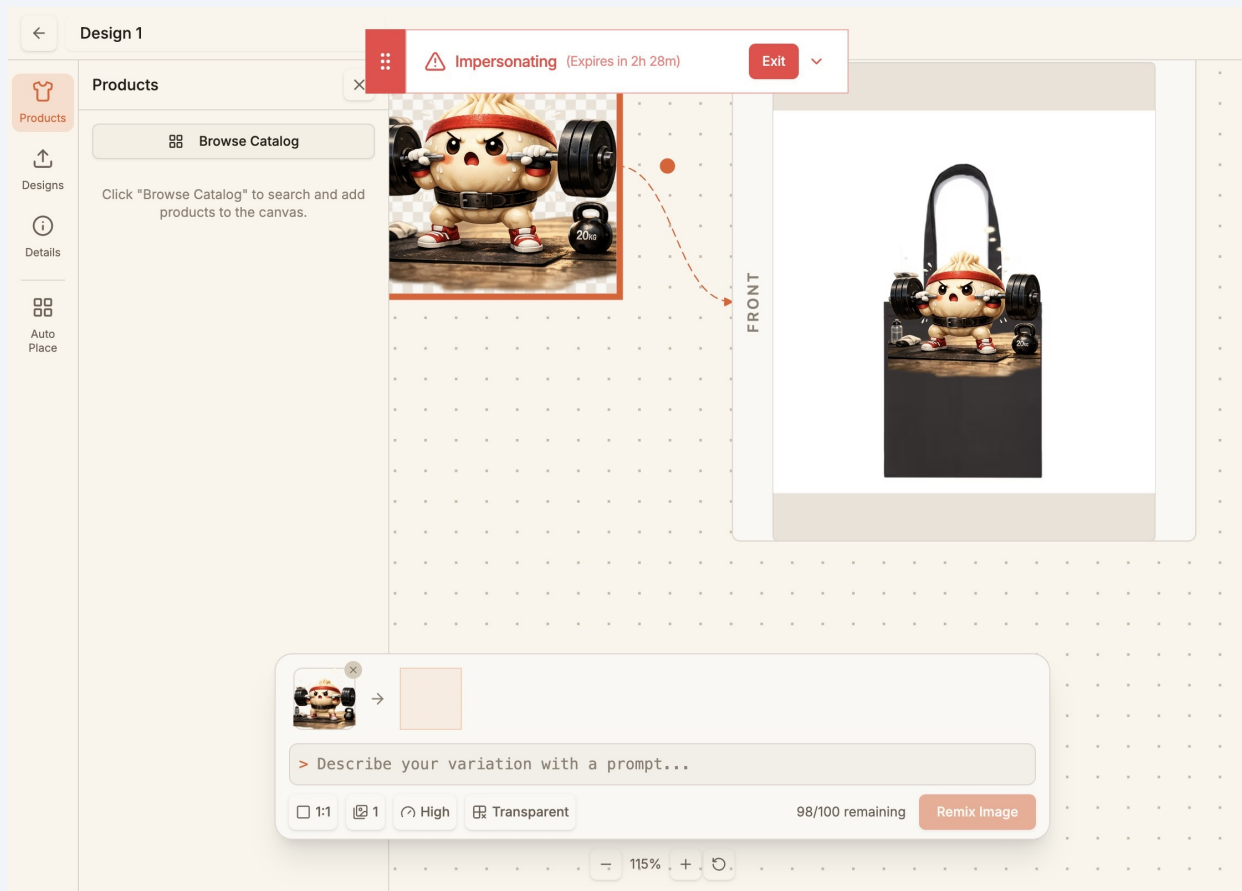
37

I selected a tote bag to add this dumping to. Dumpling Tote.



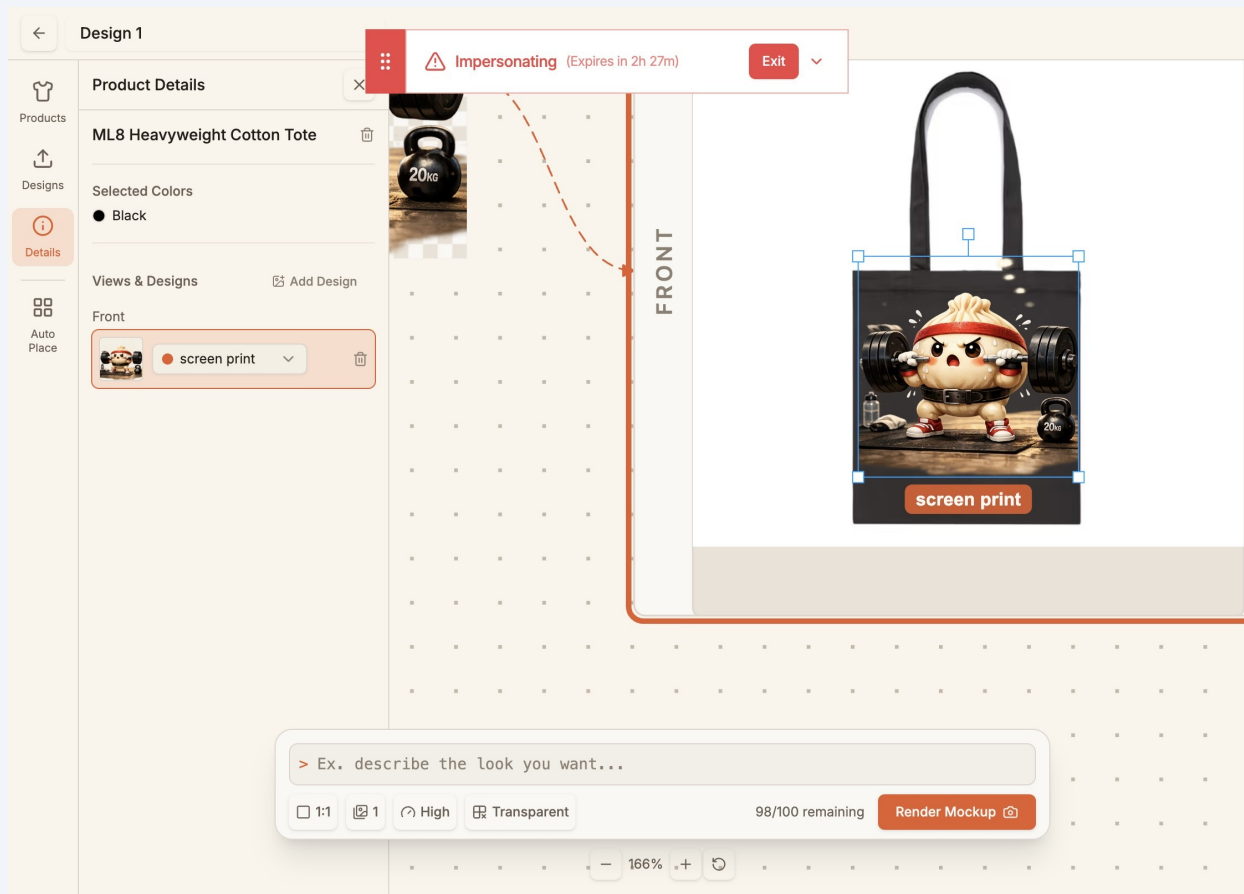
38

Use the orange dot to the right of the generated image and drag it onto the product.



39

Resize to your liking. Choose the decoration method. I am sticking with screen print.



40

Submit for review so that you can start your quote.

