|elvtr|

LIVE ONLINE COURSE

INTRO TO AI PRODUCT DESIGN

**WITH AVRIL HSU
CURRENTLY AT DELL**

in **LINKEDIN** ↗

14	**10**	**7**	**7**	**4**	**1**
live lessons	case studies	assignments	weeks	workshops	course project

WHAT IS ELVTR?

ELVTR BRINGS TOGETHER PROVEN INDUSTRY LEADERS AND RISING STARS IN ONE VIRTUAL CLASSROOM.

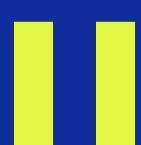Our instructors come from:

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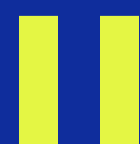
NETFLIX

Microsoft

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mastercard.

Linked in

Dropbox

accenture

lyft

ELVTR'S STAFF IS HELPFUL AND ATTENTIVE, EVEN AFTER THE CLASS IS OVER. IF YOU'RE CONSIDERING A COURSE, I HIGHLY RECOMMEND IT.

— ADRIEN C.

TrustScore 4.7

SAY HELLO TO A BRAND NEW WAY TO LEARN ONLINE!

100% LIVE INSTRUCTION

Learn, engage and ask questions in real time.

ALL CLASSES ARE YOURS FOR A YEAR

Every live class is recorded. Review the material any time you want for a year.

PERSONAL FEEDBACK

Never lose your way. Get actionable feedback on every assignment and project.

PRACTICAL & HANDS-ON

Reinforce what you learn with independent practice after every class.

> **I'VE TAKEN ONLINE COLLEGE COURSES, BUT NEVER ANYTHING CLOSE TO THIS FORMAT. THE FORMAT IS SCHEDULED, THE SYLLABUS IS CLEAR, AND THE TEACHER IS WISE. TRIPLE THREAT.**

— ESTHER A.

MEET YOUR INSTRUCTOR

AVRIL HSU

DESIGN LEADER IN GENAI, CURRENTLY AT DELL

" AFTER TAKING THIS COURSE, YOU'LL EMERGE WITH A SOLID FOUNDATION IN AI TECHNOLOGY LITERACY, CORRESPONDING DESIGN PRINCIPLES, AND ETHICAL CONSIDERATIONS. **"**

— AVRIL HSU

01

Leads product design and innovation in the tech industry from Silicon Valley, spearheading transformation initiatives since 2006

02

Recognised with 18 awards, including IDEA, iF, and Red Dot, and a frequent guest speaker at industry events & Dell's programs.

03

Advises on boards for Product & Innovation at Rutgers, CX at C.T. Bauer, and Sustainability at GREEN, guiding academic research and next-gen development.

04

Pioneers AI-driven products, innovates infrastructure architecture, and advocates for GenAI to enhance human performance and creativity in communities like Second Brain.

MASTER THE ESSENTIALS OF ARTIFICIAL INTELLIGENCE AND ITS CUTTING-EDGE APPLICATIONS FOR PRODUCT DESIGN.

LEARN HOW TO:

- **Utilise** human-centred design to create impactful AI products.

- **Apply** UI and interaction design principles to craft engaging AI-driven user experiences.

- **Gain** hands-on experience in prototyping, testing, and refining AI solutions to meet user needs.

- **Learn** to provide and receive constructive feedback to enhance design quality.

- **Collaborate** with professionals to guide products from concept to launch.

SEE YOURSELF BELOW?

THEN THIS COURSE IS FOR YOU

01

YOU ARE A PRODUCT DESIGNER AIMING TO LEVERAGE AI

Elevate your design skills with essential AI/ML fundamentals and ethical AI considerations. You'll explore multi-modality interactions, Deep Learning applications, neural networks, Generative AI, and their real-world uses to stay ahead in the product design field.

02

YOU ARE A UX/UI DESIGNER LOOKING TO BOOST YOUR EXPERTISE

As a UX/UI designer, enhance your skills within the AI landscape. You'll learn the Human-centered AI principles and each critical stage from ideation to launch. You'll master AI-specific prototyping and inclusivity principles to create innovative, compliant and user-focused solutions.

03

YOU WANT TO IMPROVE YOUR SKILLS AS A CREATIVE PROFESSIONAL

For creative & art directors, digital product & project managers, you'll receive everything needed to enhance your AI/ML expertise and cross-team collaboration techniques. It will help you set up AI products for success by building trust and fostering adoption with customers. You'll get a solid start in the industry with tips on building your AI portfolio and career insights from top guest speakers.

00

MON (31/3), 5 PM BST

Meet Your Instructor & Course Overview: First Step Towards Your AI Career

- Instructor Introduction
- Course objectives, expectations & flow
- The AI Landscape Today: Impacts on You
- The Mindset Needed to Succeed in AI
- Create Your AI Companion: Leveraging Your Myers-Briggs Style for Innovation
- AI Job Market & Capstone Selecting
- Q & A

01

TUE (1/4), 5 PM BST

AI Fundamentals: Classic AI Approach

- State of AI: Technological Progress
- Experience-driven framework to technology literacy
- Technology literacy needed for AI product design:
  - Algorithm
  - Machine Learning
  - Supervised and Unsupervised models
- In-demand industry areas
- **Case Study & Simulation:** It's not all about GenAI

02

THU (3/4), 5 PM BST

AI Fundamentals: Today's AI Approach

- Technology literacy needed for AI product design:
  - Deep Learning
  - Recurrent Neural Networks (RNN)
  - Large Language Model (LLM)
- How these newer concepts build on what we learned in Class 01
- In-demand industry areas
- **Case Study & Simulation:** Conflicts between customer/end-user expectations and products with different AI technologies involved

03

AI to GenAI Readiness: Latest Trends and Other Emerging Technologies

- Top AI Trends & Upcoming
- In-demand industry areas
- **UX Impact Radar** Technology literacy needed to be ready for AI product design:
  - RAG
  - Agents
  - Emotional inference
- **Case Study & Simulation:** A real-world example showcasing how GenAI can expand an existing product's capabilities
- **Case Study:** Real-world augmenting examples (Devin, Rabbit (LAM) & Hume)

04

Essential Qualities Needed to Assess Commercial AI Product Potential

- Key nuances in the product development lifecycle for AI products
- Outcome-drive approach plays an essential role in AI product design
- Select high ROI use cases contextualized for your industry
- Product objectives: Setting clear & measurable AI product goals
- Adherence to relevant regulations & policies
- **Case Study:** Gartner's AI business use case prism

Assignment #01

Choose an AI business use case to kickstart your AI product design career. Identify 3-5 real-world products in that area to serve as role models (both good and bad). Apply your AI knowledge to analyze the use case and examples, listing user benefits and implications.

Use the Capstone Project Template: Create 3 Slides.

05

Human-Centered AI Design Principles Throughout AI Product Development Lifecycle

- AI is a Tool to Extend Human Capabilities, Not Replace Them
- Implications of exponential market speed
- Backcasting methodologies
- **Case study:** Real-world augmenting examples
- **Workshop:** Identify human challenges that AI might help

Assignment #02

Revisit your chosen use case with the latest AI technologies in mind, and define a problem your product can solve more effectively with AI. Identify two key user interaction points where AI can provide the most benefit.

Use the Capstone Project Template: Create 1 Slide.

06

THU (17/4), 5 PM BST

Trustworthy AI: Data & Ethics Baked in AI Product Design

- AI behaves differently based on data
- Biases & risks in AI algorithms & data
- AI explainability to meet customers' new expectations
- Fairness, inclusivity & alignment with societal values in AI design
- **Case study:** When things go wrong
- **Demo:** Use AI tools to research & identify potential data sources.

Assignment #03

Take a fresh look at your project and identify any aspects that could go wrong (aka all the risks) and write out your mitigation strategies to derisk early on.

Use the Capstone Project Template: Create 1 Slide.

Use AI tools to learn potential data sources

07

TUE (22/4), 5 PM BST

Maximize AI Potentials: A Human-Centered Multi-Modal Experience

- Human and AI/Machine Relationship
- Framework: input, output & hierarchies
- Multi-modality in the AI era: How to think holistically to meet customers at the right point
- Gartner's Total Experience Strategies: Identify touchpoints
- **Case Study:** Impact of Human and AI/Machine Relationship

Assignment #04

Using your chosen case and problem space, apply the knowledge from classes 01-03 to map out how to maximize experience gain through AI at key touchpoints and address specific pain points.

Use the Capstone Project Template: Create 1 Slide.

Prototyping: Start building your AI product prototype.

08

THU (24/4), 5 PM BST

Designing Flows, User Experiences & Layouts that Put Users in the Driving Seat

- Gartner's Total Experience Strategies: User flows for AI-powered interactions
- User control design at each interaction point
- Connecting each interaction point to create Intuitive & seamless multimodal experiences in AI products
- **Case study:** Total Experience & Multi-Modal Approach in B2B & B2C Success Case

Assignment #05

Select 1-2 flows in your AI product to prototype in detail. Determine the best modality to help users achieve their outcomes at various touchpoints within the overall flow.

Prototyping: Wireframes into Design. Design details with different modalities

09

TUE (29/4), 5 PM BST

Trusted, Effective & Affordable AI Solutions in Action

- AI model training cost: building trust & performance scaling
- Rapid & interactive prototyping methods for AI solutions
- User testing & iteration for problem resolution
- Monitoring & Learning
- **Case study:** Guardrail Design

Assignment #06

Based on the risks identified in Assignment 3, design potential guardrails to monitor the AI product launch.

Use the Capstone Project Template: Create 1 Slide.

10

THU (1/5), 5 PM BST

Prototype & Test Your Hypotheses in Your AI Solution

- Research Methods in AI Initiatives
- Pros and Cons of Lean Experimentation
- Leveraging Research Data
- Testing, refinement, and feature
- **Case Study:** Lean experiment and prototype
- **Workshop:** Formulate lean experimentation ideas: hypothesis, ways to validate/ invalidate the hypothesis and justify the product idea, and derisk early on.

Assignment #07

Develop a lean experiment plan: form a hypothesis, outline validation methods, justify the product idea, and mitigate risks early. Refine the prototype to support the experiment.

Use the Capstone Project Template: Create 1 Slide.

Prototyping: Create A and B screen variations at the testing point to validate a selected assumption.

11

TUE (6/5), 5 PM BST

Real-world Experience on AI Product Life Cycle Theory

- Rethink Persona
- Everyday AI and Gamechanger AI
- Major experience differences between designing for AI and non-AI products
- Shape of future needs in design system
- How's your stakeholders' doing with AI? - Massive Impact on AI product design lifecycle
- Curve balls in the AI era
- **Case study:** Why is commercializing AI such a topic?

12

THU (8/5), 5 PM BST

Design Reviews, Presentations, and Showcasing AI Potential

- How's your stakeholders' doing with AI? Huge impact on communicating and being heard.
- Purpose and Importance of Design Reviews
- Structuring Productive Design Reviews
- Effective Storytelling for AI product design
- Constructive Feedback Response and Iteration
- Design Documentation and Presentation to Address Stakeholder Concerns

13

TUE (13/5), 5 PM BST

Capstone Project Presentation + Collaboration in High Profile & Uncertain AI Initiatives

- How's your stakeholders' doing in the face of AI? Impact on collaborating
- Simulated peek into high-profile and uncertain AI initiatives in the real world.
- Cross-functional Collaboration and Feedback: Engaging with developers, data scientists, and business stakeholders
- Communication practices to Bridge the Gap between Design and technical teams
- Communication Tools to Foster Collaboration between AI teams
- Contributing Back to the Community

14

THU (15/5), 5 PM BST

Continue Your Professional Journey in AI Product Design: Skill Sets, Resources + Guest Speaker

- Secret Recipes for Keeping Up with AI Nuances and Breakthroughs
- A framework for decoding AI technicality for UX impact
- Skills and qualifications for different roles in the AI product design field
- Fresh Industry Insights for Your AI Career Journey
- Professional AI Portfolio

Final Project

AI solution integrated into a product design students can work on throughout the assignments.

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WHAT OUR STUDENTS SAY ABOUT STUDYING AT ELVTR

"I ENJOYED THE STRUCTURE OF THE CLASS. I LIKE HOW WE LEARNED ABOUT A TOPIC AND PRACTICED IT IN THE WORKSHOPS. IT'S HELPED ME TO APPLY WHAT I LEARNED!"

— CURTNEY FULTON
WOMEN IN LEADERSHIP

"THE GROUP ACTIVITIES, THEY ALLOW US TO INTERACT AND EXCHANGE IDEAS, PLUS THE WAY IT IS STRUCTURED IS CHALLENGING AND MIND TWISTING AS WE COLLABORATE IN DIFFERENT PARTS OF THE IDEATION."

— CARLOS ANDRES
BECOME AN ART DIRECTOR

"OVERALL I'M IMPRESSED WITH THE LEVEL OF DETAIL AND EXPLANATION AROUND PARTICULAR TOPICS AND SUBJECTS. THERE'S A REAL DEPTH TO EACH MODULE WHICH FOR LEARNING ALLOWS THE INFORMATION TO STAY IN YOUR BRAIN."

— HAYLEY SMITH
BRANDING 101

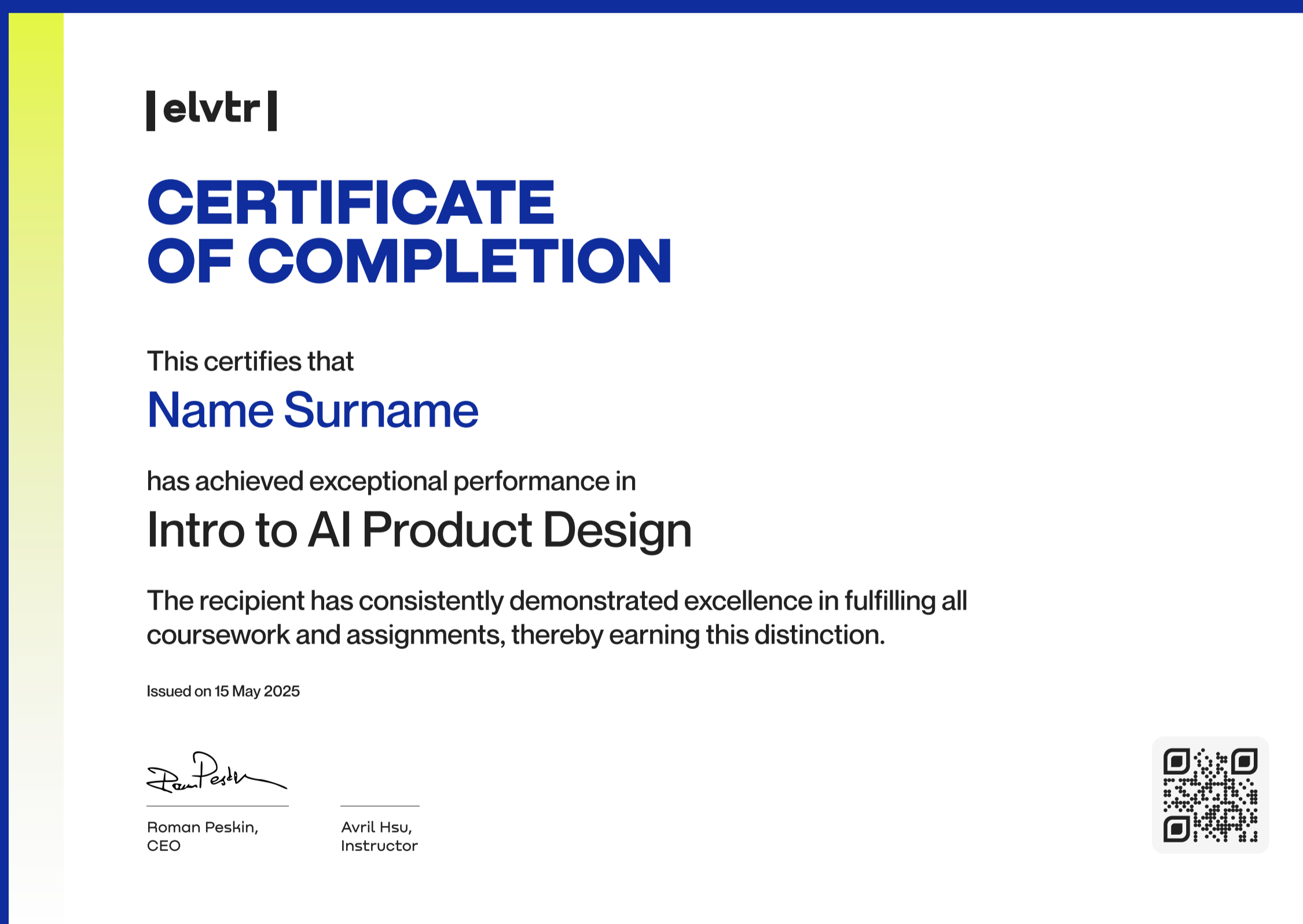"I REALLY ENJOY THE FORMAT OF THE COURSE. LECTURES WITH REAL LIFE EXAMPLES AND AN ONGOING CASE STUDY. ALSO BUILT IN 20 MINUTES AT THE END OF EACH CLASS FOR QUESTIONS IS HELPFUL."

— REBECCA KOUWE
HUMAN RESOURCES ANALYTICS

STAND OUT WITHIN YOUR NETWORK

Want to show you're for real? Verify your skills to recruiters with an Intro to AI Product Design certificate.

|elvtr|

CERTIFICATE OF COMPLETION

This certifies that

Name Surname

has achieved exceptional performance in

Intro to AI Product Design

The recipient has consistently demonstrated excellence in fulfilling all coursework and assignments, thereby earning this distinction.

Issued on 15 May 2025

Roman Peskin,
CEO

Avril Hsu,
Instructor

To earn a course certificate, complete the course assignments* with a cumulative score of at least **80 out of 100 points.**

*All assignments come with specific due dates. Please make sure to submit them on time so that we can review and grade them for you.

GET FUNDED BY YOUR EMPLOYER!

Here are a few tips to make them say yes:

01

HAVE A DETAILED ACTION PLAN.

Show your commitment by letting your employer know how you will apply your new skills in your current role.

02

TELL THEM WHAT'S IN IT FOR THEM.

Will you be able to take some responsibilities off their plate? Can you put financial value on the skills you'll gain? Answer those questions and you'll get to "yes" a whole lot faster.

03

PITCH THE INSTRUCTOR LIKE THE SUPERSTAR THEY ARE.

After all, getting direct access to the leaders behind brands like Google and Netflix doesn't happen everyday.

04

CONSIDER USING THE CONFERENCE BUDGET.

If your company sets aside money for development or networking, tap into those funds. You'll be doing plenty of both!

05

USE SOCIAL PROOF.

Ping your boss our Trustpilot reviews and let other ELVTR students do the talking.

55%

of UK employers invest in professional development*

*Source: Right Management Europe

Is yours one of them?

Ask your learning advisor about how to get your course sponsored.

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SEE YOU
IN CLASS