CORPORATE TRAINING

AI Product Design Intensive

A hands-on intensive for product designers: AI tools across the whole design process, from research to handoff, with quality that holds.

DURATION	FORMAT	GROUP	INVESTMENT
12 hours, e.g. 2 days	Online or in person	Up to 25 people	From + VAT

01 · SUMMARY

From [redacted] + VAT, for the whole group.

For	Product designers and UX/UI designers
Format	Live, online or in person
Duration	12 hours, as 2 days or shorter sessions
Group	Up to 25 people
Language	English or Portuguese
Facilitators	Madalena Costa, Ana Rodrigues
Recording	Optional, for participants only
Investment	From [redacted] + VAT

02 · OBJECTIVES

By the end, designers use AI from research to handoff.

01 Set up an AI design workspace for the team's own projects

02 Use AI to plan research and synthesise findings

03 Generate and compare UI alternatives that respect the brand

04 Prototype with real data and the design system

05 Hand off to engineering with AI-assisted specs

06 Apply interaction patterns for AI features

Every module is practice. Participants carry one design challenge from the team's product through the whole intensive.

03 · ADAPTED TO YOUR COMPANY

Everything can be adapted

- Modules and structure, to fit the team's goals
- Number of hours: more hours, more practice
- Examples, exercises and tools from the team's work
- Schedule: full days or shorter sessions
- Online or in person
- English or Portuguese

A longer or more practical version is quoted to match.

IN THE ROOM

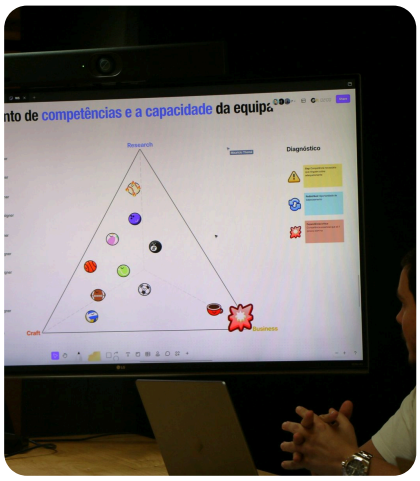
Recent in-person workshops with TheStarter.













04 · STRUCTURE

Six modules, all hands-on.

Intermediate | Product designers | 12h

M1 The AI design toolkit

The tools for each step of the design process, and a workspace for the team. Participants start one design challenge they carry through the intensive.

M2 AI in research and discovery

Planning research, synthesising findings and checking them against sources. The synthesis is turned into personas, journeys and opportunity areas.

M3 Ideation and UI generation

Prompt-to-UI tools that respect the brand and the design system. Participants compare alternatives and learn to avoid generic screens.

M4 Prototyping with real data and the design system

Interactive prototypes, with tokens and components kept consistent. Includes connecting AI tools to the design system through MCP.

M5 Handoff and AI interaction patterns

Specs and documentation, and patterns for control, feedback and trust. Closes with patterns for errors and for when the AI gets it wrong.

M6 Applied session

The team works on a real screen or flow from its own product. Followed by a group critique and next steps for the team.

05 · FACILITATORS

Led by designers who ship with AI.

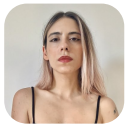


Madalena Costa

Founder of Human × Intelligent · senior product designer and AI systems strategist

Teaches and consults on human-centred AI and agentic UX, helping product teams build AI products people trust. Has taught at FLAG, EDIT, Le Wagon and Ironhack.

- Speaker at WeAreDevelopers World Congress 2026
- Certified teacher (CCP)



Ana Rodrigues

Product Designer at Mollie (Merchant Experience)

Strongest in UI, prototyping and front-end, including conversational interfaces and MCP design. Has run internal training at Mollie and Navro, and a session on AI prototyping for Ditto (Netherlands).

- Master's in Human-Computer Interaction
- Certified teacher (CCP)

06 · INVESTMENT

One price for the group, agreed upfront.

UP TO 25 PEOPLE

[redacted]

+ VAT.
In person in Lisboa or Porto: + [redacted].

Send an email for pricing

- Prep call to align the content with the team's work
- 12 hours of live training, online or in person
- Hands-on exercises on the team's real work
- Materials, with lifetime access for participants
- Recording, if the company wants it, for participants only
- Certificate of completion from TheStarter

VAT: 23% for companies in Portugal. Companies in other EU countries with a valid VAT number are invoiced without Portuguese VAT (reverse charge). Outside Lisboa and Porto, travel is charged at cost.

NEXT STEP

AI Product Design Advanced: 20 hours, adding interface patterns, accessibility and a project on the team's product.

07 · CONDITIONS

Booking

Dates set together and confirmed by email. Invoice for the first 50% on confirmation.

Payment

50% on confirmation, 50% up to 10 working days before the start, by bank transfer.

Rescheduling

Free up to 15 working days before the start, subject to the facilitators' availability.

Participants

Same price for the group size stated. Changes to the list of names are free.

These terms can be changed if discussed and agreed in advance.

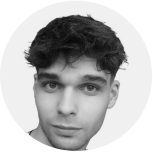
08 · ABOUT THESTARTER

2,700+
students trained

300+
companies served

DGERT
certified training provider (Portugal)

An online school for UX, Product and AI, based in Portugal since 2021. Professionals from companies such as Volkswagen Group Digital Solutions, Bosch, Deloitte, Accenture, OutSystems, Mercedes-Benz.io, Critical TechWorks, TAP, NOS, TeamViewer, Infineon and Globo have trained with us. All our facilitators are practitioners.



YOUR CONTACT

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