CORPORATE TRAINING

AI Product Design Advanced Program

A program for design teams: AI across the design process, interface patterns and accessibility in the design system, and a project on the team's own product.

DURATION	FORMAT	GROUP	INVESTMENT
20 hours	Online or in person	Up to 25 people	From + VAT

01 · SUMMARY

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

For	Product designers and design teams
Format	Live, online or in person
Duration	20 hours, spread out or condensed
Group	Up to 25 people
Language	English or Portuguese
Facilitators	Madalena Costa, Christian Kuhn
Recording	Optional, for participants only
Investment	From [redacted] + VAT

02 · OBJECTIVES

By the end, the team has redesigned part of its own product.

01 Use AI tools across research, ideation and prototyping

02 Prototype with real data and the design system

03 Apply patterns that hold up in complex products

04 Build accessibility into components and tokens

05 Design AI features people can control and trust

06 Redesign a real screen or flow, with critique

A mix of short inputs and practice, ending with a project on the team's product and a group critique.

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
- The project and the demo: scope and format
- Examples, exercises and tools from the team's work
- Schedule: spread out or condensed
- Online or in person, English or Portuguese

A longer or more practical version is quoted to match.

IN THE ROOM

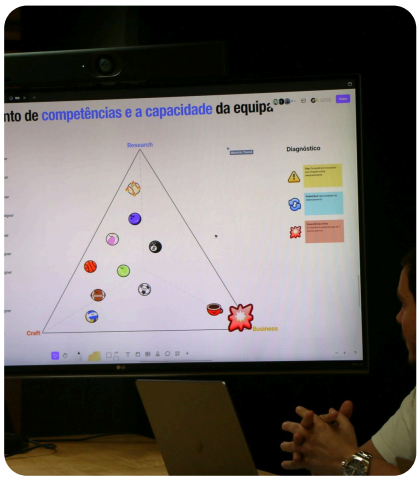
Recent in-person workshops with TheStarter.













04 · STRUCTURE

Seven modules, a project and a demo.

Advanced | Product designers | 20h

M1	**The AI design toolkit**	The tools for each step of the design process, and a workspace for the team.
M2	**AI in research and discovery**	Planning research, synthesising findings and checking them against sources.
M3	**Ideation and UI generation**	Prompt-to-UI tools that respect the brand and the design system.
M4	**Prototyping with real data and the design system**	Interactive prototypes, with tokens and components kept consistent.
M5	**Interface patterns for complex products**	Navigation, forms, data-heavy screens, states and microcopy.
M6	**Accessible patterns in the design system**	WCAG in practice, built into components, tokens and documentation.
M7	**Handoff and AI interaction patterns**	Specs for engineering, and patterns for control, feedback and trust.
	Team project	A real screen or flow from the team's product, redesigned with mentoring.
	Demo and critique	The team presents the redesign and gets feedback from the facilitators.

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)



Christian Kuhn

Human AI Experience (HAX) researcher, designer and teacher, founder of hax.academy

Runs workshops and courses on human-centred AI experiences for design and product teams. At TheStarter, teaches UX/UI Design [Advanced] and Design Patterns for Human-Centered AI Experiences.

- Winner, International UX Award 2022
- UXQB Certified Professional for Usability and UX

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 and the project
- 20 hours of live training, online or in person
- Team project on the team's own work, with mentoring
- 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 Management for the PMs working with the design team.

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.

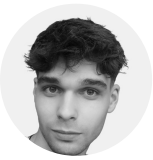
08 · ABOUT THESTARTER

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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