Transforming Enterprises with Design•AI
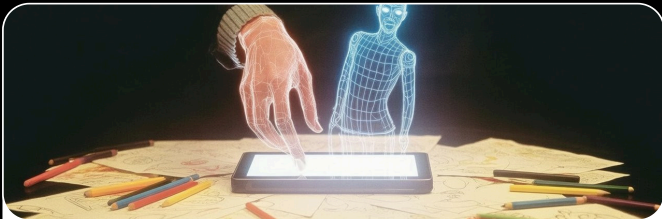
October 2025 Update Report

Supercharged

400+

Enterprise leaders within a year.

Read on to find out more >>

Not Just Bilingual... But Trilingual!

Design·AI accelerates innovation, upskills, and deepens domain expertise.

And you can achieve all three together at the same time in our Design·AI workshops.

Through achieving all three, you are empowered to be Design·AI 'trilingual'. You upskill to use multi-modal AI (i.e. going far beyond text prompting). You design with AI to innovate and create new value, for yourself and your organizations. You also learn to apply your domain strengths to the above to make a bigger impact. All within the same Design·AI workshops.

Our Design·AI workshops are transformative because SUTD has developed evidence-based strategies and insights from over 16 years of nurturing design innovators and over a decade of future of work and innovation research. We have discovered that anyone and everyone can design with AI as a tool, teammate, and neither. This is because unlike the past where AI was just a tool, Design·AI is also about partnering with AI as a teammate. Just as importantly, we know when to choose to work without AI, such as for ethical reasons and/or strengthen what makes us human.

We have turned these insights and strategies into effective and engaging workshops where anyone and everyone can innovate, and score quick wins in your organizations' use cases. **In many use cases, these quick wins were immediate, achieving over 10% productivity, with several hitting as high as 50%.**

Design·AI is thus how you accelerate innovation, skills, and expertise. Design·AI is how you and your organization become ready and resilient for the AI age.

Design·AI is your future of innovation.

FUTURE OF INNOVATION

More on Thought and Practice leadership here

Transforming Enterprises with Design•AI

SUTD | SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN | Academy

Executive Programmes (EP)

This programme is designed for **C-suites** and **senior leaders**.
It equips executives with the foresight to:
- Embed AI-driven design into strategy
- Accelerate decision-making
- Drive sustainable transformation

20
Executive Programmes delivered in 12 months

+29 EPs scheduled till March'26

In 12 months...

446
C-Suites & Senior Leaders Empowered

92%
would recommend the programme to peers

Executive Programme participants say
(Quotes from SSG TRAQOM)

"...with elements of practical deployment of AI tools to bring out the nuances when making management decisions."

"Felt inspired by learning. Hands-on approach made it simple and relevant."

AI Impact Series (AIS)

Launched in partnership with **SGTech,** the Programme supports SMEs and focuses on:
- AI awareness for business impact
- Diagnose, develop, & design AI-powered use cases

151
Professionals trained

8
AIS sessions delivered in 3 months

+11 AIS scheduled till Dec'25

In 3 months...

36
SMEs Transformed by Design•AI

90%
would recommend the programme to peers

Our participants say
(Quotes from SSG TRAQOM)

"Learnt that there's so much more to AI, possible applications, other than just text queries."

"...the possibilities for non-coders leveraging AI to create problem solving applications!"

DAI Fab Lab is a new innovation hub driving Design•AI exploration and experimentation. Partner with SUTD to launch your own DAI Fab Lab on-site and lead the future of AI-powered design.
Contact us:
wendy_loh@sutd.edu.sg
royston_lau@sutd.edu.sg

SUTD has also supported Certis to customise Design•AI training for about **1000 of their staff since Sep 2024.**

"The Design•AI training by SUTD has supported Certis AI Literacy Programme to enable the company to gather ideas, prioritize those with the greatest business impact, and ensure they are developed, managed, and supported by internal teams to bring projects to fruition."
- Pai Tse Pao,
Head, Centre for AI and Technology Learning

CERTIS

All information reported as of 30th September 2025.