NEW: Compare AI x Design Thinking programs to find your best fit.

Build Your AI x Design Thinking Skills

Learn human-centered methods, supercharged with today's technology

EXPLORE AI PROGRAMS | VIEW ALL COURSES

Creativity & innovation tips delivered to your inbox. hi@ideou.com SIGN ME UP

Online Learning Experiences

Certificate Programs

Advance your career and build your confidence with a 3-6 month action-oriented learning experience made up of cohort and self-paced courses.

Cohort Courses

Collaborate with a global community in our 5-week online courses and apply new skills to your day-to-day work to increase your impact.

Self-Paced Courses

Learn anytime, anywhere. Boost your skills with flexible, short-form online courses designed to fit your life. Access 90 days from purchase.

Choose What You'll Learn

IDEO U equips you with creative problem-solving skills, easy-to-use tools, and leadership mindsets to stay resilient in our fast-changing modern world

AI | Design Thinking | Innovation | Leadership | Power Skills

AI x Design Thinking Workshop Series

Learn through live workshops. Get all content included in the AI x Design Thinking self-

COHORT COURSE
7 SESSIONS
LEARN MORE

Bring AI to the Design Thinking Process

Learn at your own pace. Get an overview of the design thinking process and practical AI

SELF-PACED COURSE
START ANYTIME
LEARN MORE

AI x Design Thinking Certificate

Get certified in AI-powered design thinking. This deep-dive program combines our best-

COHORT COURSE
8 WEEKS
LEARN MORE

SEE AI COURSES

The IDEO U Learning Experience

HOW OUR COURSES WORK

See

Our courses engage you through stories, expertise, and humor. Each lesson has a series of 3-5 minute videos that explain the why, what, and how of a specific topic. Plus we bring everything to life through case studies from around the globe.

Try

In order to develop new skills, you need to try them out through repeated practice and exposure to new contexts. Our courses provide opportunities to try out new behaviors online and through real-world projects.

Reflect

Our learning experiences have a variety of reflective activities to help you make the connections to your specific work challenges. Reflection is one of the most effective ways to deepen your professional impact.

Share

Knowledge is constructed through interaction with others—which is the foundation of our cohort experience. It's through sharing and discussing with qualified teaching leads and a global peer network that you build greater understanding.

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Loved by Learners Across the Globe

80K+ Alumni | **157** Countries | **146K+** Courses Taken

KEZ MARGRIE
COMMISSIONING EDITOR CHILDREN'S BBC, U.K.
Bringing a more empathetic lens toward understanding her audience at the BBC.

CAIO BARROCAL
PRODUCT DESIGNER AND MSC STUDENT THE UNIVERSITY OF SÃO PAULO
Using design thinking to transform educational experiences in the classroom.

CHEE MING LOH
PROJECT MANAGER TOYOTA TSUSHO CORPORATION
Shifted his company's culture to embrace a prototyping and action-led mindset.

READ LEARNER STORIES

Trusted by 80,000+ learners in top companies

[redacted]

What People Are Saying

Anastasia Matsumori
Product Designer @SMBC Group

I am thrilled to have had the opportunity to take on the challenge and develop a wealth of knowledge and skills in design thinking. Now, armed with these invaluable tools, I am eager to continue exploring and applying them to real-world situations...

Luis Guerra Alvarado
Vice President Product & Analytics @ General Motors Financial

I highly recommend these courses because they combine the amazing work Roger Martin and Jennifer Riel have done to advance the world of Strategy with IDEO's unique, human-centered approach to design and deliver value through every aspect of a business...

Priya Biswas
President @ Product Calgary

"Good communication is the bridge between confusion and clarity." — Nat Turner. I find any course offered by IDEO U is a fantastic course. This was a great learning experience of two courses (storytelling and impactful presentations).

Design Thinking In Action

We're part of IDEO, an award-winning global design firm that takes a human-centered, design-based approach to help organizations innovate and grow. IDEO U was created to share the methods and mindsets that IDEO has practiced for decades and to empower individuals, teams, and organizations to become more resilient, adaptable, and innovative.

CASE STUDY: PILLPACK

Growing an online pharmacy from startup to sale

Launching a nationwide venture that redefines and simplifies how customers engage with their pharmacy.

LEARN MORE

CASE STUDY: INNOVA SCHOOLS

Designing a network of schools from the ground up

Scaling an entire network of schools for the growing Peruvian middle class.

LEARN MORE

Frequently Asked Questions

- What is a typical course schedule and structure? +
- How do certificate programs work? +
- Can I take multiple cohort courses at the same time? +
- Does my time zone matter? +
- Which course best suits me? +
- Can I enroll my team? +
- Are there any discounts? +
- How do I purchase my course? +

MORE QUESTIONS?

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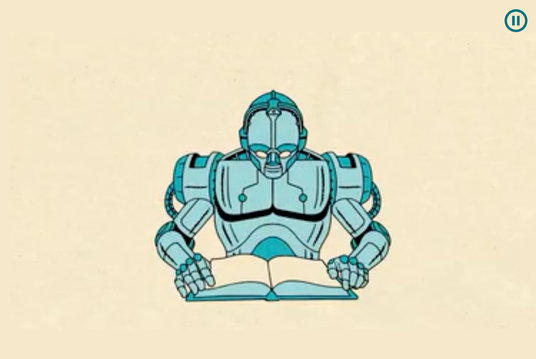

What subject are you interested in?

Featured Lessons | Popular Lessons | The Arts | Business & Economics | Design, Engineering & Technology | Health | Literature & Language | Mathematics | Philosophy & Religion | Psychology | Science & Technology | Social Studies | Teaching & Education | Thinking & Learning



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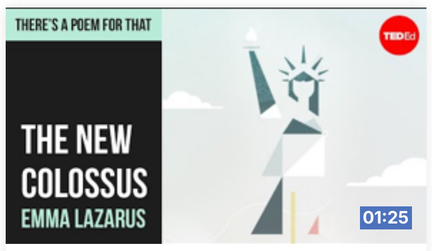

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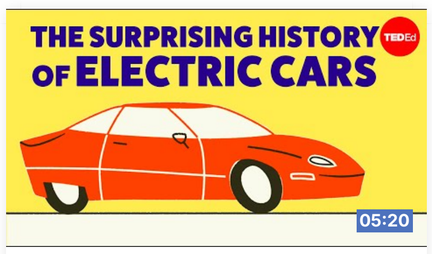

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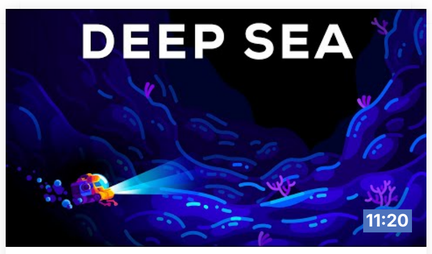

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Smooth processes and happy human relationships are key to managing effectively. Learn better ways to work with complexity so you can run projects like a pro.
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Digital Project Management
Smooth processes and happy human relationships are key to managing effectively. Learn better ways to work with complexity so you can run projects like a pro.
BEGINNER COURSE

Javascript for Designers
Learn how to work with Javascript to build interactivity into your websites. No previous Javascript knowledge necessary!
INTERMEDIATE COURSE

Intro to User Experience Design
Learn best practices to create effective, intuitive experiences for people through an iterative UX design process.
BEGINNER COURSE

Crypto + Web 3 for Creatives
Our crypto course shows you how to code websites that interact with the Ethereum blockchain and smart contracts in a practical, real-world, no-hype, no-BS, ethical way.
INTERMEDIATE COURSE

Instagram Filters + Spark AR
Everything you need to create your own augmented reality filters for Instagram and Facebook Camera using Spark AR.
BEGINNER COURSE

Create a pro-level 3D site, using Three.js, Motion One + GLSL shaders
Discover how to create your very own professional-level 3D website with cutting-edge techniques.
FREE INTERMEDIATE WORKSHOP

Visual Design + Branding
Gain practical foundations in responsive web design, from layouts and visual hierarchy to branding, color, type and so much more.
BEGINNER COURSE

Build a Wonky Grid Portfolio Site
Discover how to make this award-winning 'wonky' grid slideshow in an easy, and impressive way.
FREE BEGINNER WORKSHOP

WordPress
Become a WordPress whizz by building custom websites with CMSs, reviews and payment features.
ADVANCED COURSE

Designing Workshops That Stick: A Guide for Creatives
Learn to design and deliver effective workshops that will engage your team and super-charge your creative work
BEGINNER WORKSHOP

Presenting Persuasively
This 5-hour course is suitable for anyone and overviews the basics of good deck building, storytelling, public speaking, and slide design. Use the presentation tool of your choosing, or learn the ...
BEGINNER COURSE

How to Set Up a Store with Shopify 2.0
Join our 45-minute workshop, perfect for beginners/intermediate developers, to learn how to set up a Shopify store using the Dawn theme. We'll guide you step-by-step through the ...
BEGINNER WORKSHOP

Shaders for the Web
Learn how to make OpenGL shaders using the programming language GLSL, and gain insight on how the top websites use hardware-enabled graphics.
ADVANCED COURSE

AI Integration for the Web: ChatGPT Workshop
Join us for an 80 minute, on-demand workshop, where you'll learn how to seamlessly integrate OpenAI's ChatGPT into your web app project.
INTERMEDIATE WORKSHOP

Intro to Full Stack Javascript
An intermediate-level, 12 hour JavaScript and React.js course designed for budding full stack developers and folks who want to build big things.
INTERMEDIATE COURSE

Generative Art With TouchDesigner
Create digital artwork like a professional, and find your style in generative digital art! A beginner-friendly course, containing 12 hours of content for budding digital artists
BEGINNER COURSE

Intro to User Interface Design
Build scalable design systems and bring wireframes to life through UI best practices, styles, components, and more.
BEGINNER COURSE

The Responsible Technology Toolkit
Build digital services that care about people, society and planet
BEGINNER COURSE

Better Than Launched: Advanced Squarespace Tools
Squarespace is the ultimate DIY site builder, but there's more to it than just building and launching a basic website. Learn how to use Squarespace 7.1 and Fluid Engine to ...
BEGINNER COURSE

Shopify Theme Development
Build completely custom e-commerce websites using HTML, CSS & Sass, Javascript and Shopify's templating language Liquid.
ADVANCED COURSE

Plan, Design + Code Your First App
In this short course you'll learn how to tackle a client brief, plan your work, design an app's user interface, code it from scratch, and launch it on the App ...
BEGINNER COURSE

Intro to React.js
Learn how to write cleaner, more flexible Javascript with React.js, an open-source frontend framework. Create beautiful websites with user interface components and easy-to-understand code!
INTERMEDIATE COURSE

Animation for the Web
Take full control of web graphics and give your site interactions a bit of flourish with movement and animation.
INTERMEDIATE COURSE

Experimental Typography for the Web
Make type animations from scratch! Learn how to bend and mould typography for use in your own websites using P5.js.
INTERMEDIATE COURSE

Experimental Javascript
Learn Three.js, Matter.js and PIXI.js to make interactive websites using collision engines, displacement maps and interactive 3D in the browser.
INTERMEDIATE COURSE

Page Transitions
Integrate the Barba.js Javascript library into your websites and use CSS and Javascript techniques to add smooth and harmonious effects.
INTERMEDIATE COURSE

What can UX/UI folks learn from Game Design?
In just 30 minutes, learn how to analyse and test any interactive system with a game lens, using well established and very effective tools from the game designer's toolkit.
BEGINNER WORKSHOP

Math for Creatives
Break down concepts such as trigonometry, algebra, randomness and noise in a visual way to add layers of interactivity into your projects.
INTERMEDIATE COURSE

Creative Coding
Motion, timings and easings: you'll learn these techniques to create animation toys using Two.js, a Javascript tool for creating and manipulating shapes.
BEGINNER COURSE

Advanced CSS + Javascript
The front-end level-up. Learn how to create fancy animations, use new code libraries and fetch data.
ADVANCED COURSE

Data Visualization + D3.js
Learn how to create interactive, engaging experiences using HTML, CSS, SVG and Javascript.
ADVANCED COURSE

Introduction to 3D Modeling and 3D Printing
Learn the basics of 3D Modeling & 3D Printing and bring your ideas to life!
BEGINNER WORKSHOP

Intro to Python
Get to grips with one of the world's most popular programming languages, Python, using a creative, practical approach.
BEGINNER COURSE

Ajax + APIs
Remix projects by learning how to work with APIs (how different websites talk to each other) and Ajax (a way of grabbing and working with that data).
ADVANCED COURSE

Command Line for Creatives
Use the command line to integrate design and development tools such as VS Code, Github, Sass, Jekyll, and Netlify into your workflow.
ADVANCED COURSE

Ruby on Rails
New to back-end coding? Use Ruby on Rails to build custom web applications from scratch.
ADVANCED COURSE

The big questions

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You can start your course or workshop instantly after completing your purchase. Our free course can be started directly after signing up to SuperHi. You can then access your courses and workshops through your SuperHi dashboard whenever you'd like, and learn at your own pace with lifetime access to your purchases!

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