

SEAMFUL

Leading AI Design Work

FOR DESIGN MANAGERS

A four-week seminar for design managers who review AI work, staff it, and make the case for it to leadership.



Cohort 4 · March 2 to March 23

Tuesdays, 9 to 11 am PT (noon to 2 pm ET)

\$1,450 · 4 weeks · 16 people

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What you'll be able to do

- 01 Set a quality bar for an AI feature that designers and engineers agree on.
- 02 Run design reviews on work that gives a different answer every time.
- 03 Decide what a feature needs: which designers, which research, and how much evaluation.
- 04 Explain AI design tradeoffs to executives in terms of risk and cost.

Who it's for

- Design managers, leads, and heads of design with AI features on the roadmap.
- Senior designers who run design reviews for AI work.

Who it's not for

- People who want to design the product themselves. That's *Designing AI Products*.
- Leaders looking for a general AI strategy course. We cover design work only.

The project

A real feature on your team's roadmap. Over four weeks you write its quality bar, adapt a review format, plan who works on it, and present the case in a small group, as you would to your leadership.

Week by week

01 What good looks like

Setting a quality bar before the first screen: which failures are acceptable, which aren't, and who decides.

You make: a one-page quality bar for a feature on your roadmap.

02 Reviewing work that changes

A review format built on a sample of real outputs instead of the best screenshot. In pairs, you run it on another participant's feature.

You make: a review format adapted to your team.

03 Staffing, and working with model teams

Where design sits in evaluation, what to ask of engineering, and how to hire for this work.

You make: a staffing plan for one feature.

04 Making the case upward

Presenting AI design decisions to executives as risk and cost. Each person gives a five-minute case in a small group and gets written feedback from Nadia and two peers.

You make: a short presentation for your leadership.

Dates, tuition and paperwork

LENGTH	4 weeks
SCHEDULE	Tuesdays, 9 to 11 am PT (noon to 2 pm ET)
LIVE TIME	4 seminars, 8 hours, and a 45-minute one-on-one with Nadia Kessler
HOURS A WEEK	About 4 hours a week
GROUP	16 people
TUITION	\$1,450. One payment. Companies can pay by invoice.
REFUNDS	Full refund until the end of week one.
INVOICE, PURCHASE ORDER, W-9	Your company can pay by invoice or purchase order. We send a W-9 on request. Write to teams@seamfulschool.com .

What's included

- 4 two-hour seminars with Nadia Kessler, with recordings and written notes
- A 45-minute one-on-one with Nadia on your quality bar or staffing plan, any time during the four weeks
- The review format and quality bar templates
- A certificate of completion for attending the seminars and presenting your case

Instructors

Nadia Kessler

Co-founder, instructor

Fourteen years designing software, the last five on products built on language models. Between cohorts she still works with product teams.

Questions about this program: hello@seamfulschool.com
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