

# **RESPONSIBLE DESIGN FOR CHANGE FELLOWSHIP**

A strategic L&D programme for  
Design & Research Teams

Our jobs entail designing the future of how people live, work, connect, and make decisions on our planet. Responsible Design is about recognising that design is never neutral.

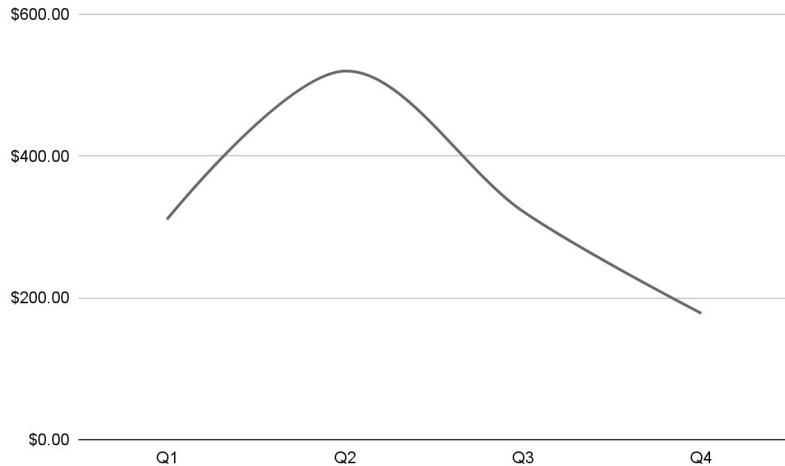
With Responsible Design, we commit to shaping a future that is:

- More just
- More inclusive
- More sustainable

Our approach is not about compliance. It's about the role we play in creating a better future.

# WHY RESPONSIBLE DESIGN

# WHY RESPONSIBLE DESIGN IS NOW A BUSINESS IMPERATIVE



Duolingo (DUOL) shares tumbled from highs near \$540 to much lower levels as AI-related growth concerns weighed on sentiment in 2025.

Duolingo's AI strategy failed to apply Responsible Design practices around human authorship, trust, and emotional value, leading users to feel the product was no longer made with care, which weakened brand loyalty and contributed to investor concern and stock decline.

# WHY RESPONSIBLE DESIGN IS NOW A CORE UX CAPABILITY

- Increased use of AI and automation in products and services
- Heightened public awareness of algorithmic harm and bias
- Growing regulations in AI governance, accessibility, data protection & privacy
- Pressure to innovate fast without creating ethical, legal, or reputational risk





## 4 HOURS A WEEK

13-week, cohort-based  
learning journey



## GROUNDED

Includes a real-world project  
based on systems thinking



## LIFE-CHANGING

Built around participation,  
reflection, and practice



# THE FELLOWSHIP



# HOW THE FELLOWSHIP WORKS



## FRIDAYS

Every Friday at 8:00 am, fellows get together for a virtual 1.5-hour coaching or co-working session



## SELF-PACED

Designed around a 4-hour weekly commitment, with 2.5 hours of flexible, self-paced learning and hands-on practice



## IMPACT

The last 8 weeks focus on applying the learnings in a real project connected to real communities and their environment

# TWO TRACKS

## INDIVIDUAL CONTRIBUTOR

Designed for team members at any level who want to deepen their craft, or for those transitioning from product or engineering into a design or research role.

## REGENERATIVE TEAM LEADER

Designed for senior practitioners curious about leadership as their next career step, or emerging leaders looking to accelerate their growth in a supportive environment

# WHO IT'S FOR



## INDIVIDUAL CONTRIBUTORS

Designers and  
researchers at  
any level

## LEADERS

Emerging or  
seasoned



## X-FUNCTIONAL TEAM MEMBERS

Product  
Engineering

# PERFECT FOR

Previous fellows worked at:

**7Wise**

LARGE CORPORATIONS

PUBLIC SECTOR



Department  
for Environment  
Food & Rural Affairs



START-UPS

AGENCIES

publicis  
sapient

# WHAT THE TEAM WILL LEARN



## SHIFT

from *solution-first* to  
*problem-first* thinking



## IDENTIFY

harms and  
unintended  
consequences early



## MAP

complex systems and  
stakeholders





## CO-DESIGN

participatory,  
trauma-informed  
processes



## RESPONSIBLE

decisions with  
triple-impact



## INCLUSIVE

practices beyond  
basic accessibility  
requirements



# WHAT THE TEAM WILL LEARN

# ESTABLISHED & EVOLVING

with two cohorts in 2025

## LOOKING UP Cohort 1

The pilot cohort exceeded expectations, with two key outcomes: a report focused on best practices and an ideation session open to the UX for Change community dedicated to improving the lives of domestic violence survivors

The second cohort focused on implementing the previous learnings, with two key outcomes: a seven teachable moments blog post & four proposals to further support the UX community's Responsible Design journey

## BEHOLDING DAWN Cohort 2

# MEET SOME OF OUR FELLOWS



Saranya



Tara



Therese

# How did the Fellowship influence your sense of purpose or direction?



It made me clearer that my purpose is to design with care, and to continue learning how to reduce harm and build safety in the systems and experiences I design and advocate for them in the ways I can with the privilege I hold.

Saranya Satheesh, Graduate UX Researcher at Wise

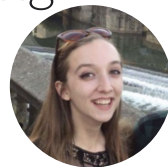


# What has Fellowship meant to you?



The Fellowship has given me the chance to step into a more senior leadership role which is something that's really beneficial to me going forward in my career. It's helped me see the different ways in which we can enact goods and ethical design... a lot of framework and tools that I can use in my job going forward in my career.

Tara Janes, Senior Product Designer, Publicis Sapient



# Can you describe a specific moment during the Fellowship that shifted your perspective or mindset?



One of the lessons where the resources were about storytelling, the Chimamanda Ngozi TED talk about the power of a single story. Really stuck with me as it doesn't just apply to stories within books it applies to stories told within our lives...you forget that these stories really do have a lot of power.

Therese Nkadi, Senior Software Engineer at T. Rowe Price



# L&D INVESTMENT



## TEAM

Pick and choose  
from these two  
tracks

### INDIVIDUAL CONTRIBUTOR

£ 490 + VAT

#### TEAM DISCOUNT

5% OFF for 3+ ICs

### REGENERATIVE LEADER

£ 1,050 + VAT



## THE ORG BEHIND THE FELLOWSHIP

# UX for CHANGE

For over 10 years, we have been active worldwide, continually evolving to meet new social and planetary challenges.



Our work has been recognised with the Impact Prize by Apps for Good and featured in the MIT Press book *In Through the Side Door: Fifty Years of Women in Interaction Design*.

# WHY NOW

Organisations that invest in Responsible Design training today benefit from:

## **COST SAVING**

Avoid costly redesigns and public backlash later

## **OPERATIONALISE ETHICS**

Build internal literacy around AI ethics and responsibility

## **AUTONOMY**

Empower designers and researchers to act as ethical stewards, not just executors

## **DIFFERENTIATION**

Design products people can trust

# THANKS

Let's explore how the  
Responsible Design for Change  
Fellowship  
can support your team by  
contacting us at:

[ux4change@gmail.com](mailto:ux4change@gmail.com)