DIGITAL PRODUCT SCHOOL

BY UNTERNEHMER TUM

The **Digital Product School** is awarding the following

Certificate

to **Ilona Lazoryshyna**

for successfully completing our interdisciplinary program from **9 Sept 2024 to 29 Nov 2024** as an **AI Engineer** of team **Snack Overflow**.

About

Digital Product School (DPS) is a 3-month full-time training program and internship by UnternehmerTUM GmbH. The DPS combines workshops and coaching with hands-on working experience in digital product development.
Participants from various professional, cultural, and personal backgrounds collaborate in interdisciplinary teams to create human-centered digital solutions for actual problems provided by partner organizations.

Ilona developed competencies in the following fields

\# Solving industry problems using AI and strategic data insights

\# Developing a user-centric mindset through techniques such as empathy maps and user story mapping

\# Conducting data exploration and rapid prototyping for AI production

\# Applying design thinking and lean start-up methodologies for AI use-cases

\# Setting up feasibility tests and validating risks through experiments

\# Deploying AI solutions through iterative, agile product development

\# Setting up feasibility tests and pass criteria

\# Communicating AI concepts effectively in cross-functional teams

\# Conducting customer interviews to align solutions with user needs

\# Evaluating AI product business potential using lean canvas

Afsaneh Asaei, Head of Artificial Intelligence