

# UGBA 190T.1: Equitable Design Lab

Innovating to promote a more racially equitable future.

SPRING 2022 • (3 UNITS) • TUESDAYS/THURSDAYS •  
12:30 PM TO 2:00 PM • CHOU HALL N500

The realities of inequities are embedded in the cultures, systems, and dynamics of both education and corporate environments. For this reason, it is imperative business thinkers and designers adopt inclusive frameworks as a means of shifting the paradigm. Join us and our network of corporate partners, and learn how you can leverage design thinking as a tool to address issues of racial inequality.



## WHAT YOU WILL LEARN?

### Equity in Business Toolkit

Students will begin developing their awareness of implicit bias and social and racial justice frameworks. Individuals will learn how to act and think as an ally or advocate.

### Design Thinking

Students will learn and utilize the framework of design thinking throughout the course, from emotional observation to ideation, teams will use this dynamic process to solve challenges through the lens of inclusivity and equity.

### Professional Experience

Teams will work with corporate partners to identify user pain points. By the end of the semester, groups will work together to design and develop a solution business model to present at the end of the semester.

## ABOUT THE INSTRUCTORS

Engineer and designer, Mathieu Aguesse, has developed his expertise in applied foresight and design thinking throughout his career. Early in his career, Mathieu led teams for the strategic consulting firm, The Creativists, where he contributed to the emergence of Design Fiction in France. For the past 5 years, as CEO of Schoolab San Francisco, he has led student programs and corporate missions, adapting the rules of those disciplines to address some of the most pressing issues; namely sustainability and racial equity.



Inspired by his exposure to social entrepreneurship and student organizing at UC Berkeley, Ibrahim Balde created and co-founded Blackbook University; a diversity and inclusion application designed to empower Black students with tools that enable peer-to-peer connection, academic enrichment, and professional development. By cultivating a career in technology and venture capital, Ibrahim works to promote racial equity within the world of innovation.

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