

Entrepreneurship Seminar Series by CREST & TiE New Jersey

Session 2: Design Thinking-Building For Your User

Second in a series of six monthly seminars beginning this semester & concluding in the Fall

April 16, 2026 | 12-2 PM

North Academic Center (NAC) 6-105 at CCNY/ [Zoom Link](#)

SPEAKER



Ami Rao Elisman

Founder at Morro: Behavioral Design and Designing for Adoption

ABOUT THE SPEAKER:

After a decade leading strategy and experience design teams at leading innovation and design firms (Jump Associates, frog, Method), Ami turned her attention from helping the world's largest companies navigate change to unblocking impactful teams in uncharted territory. Bottom line, she helps organizations align more closely with the needs of the people they serve- through a future-focused, human-centered approach. Ami's background includes teaching in the design program at Stanford, leading Growth initiatives at Jump Associates, and serving as an Org Design practice lead at frog. Her clients include Fortune 100 companies in retail, financial services, healthcare, technology, and media, as well as government agencies, prominent nonprofits, and educational institutions. Through her current consulting practice, Morro, she has shaped the product direction of several cutting-edge AI and impact startups creating new-to-the-world experiences. Ami serves on the board of Youth Art Exchange, a San Francisco based arts education nonprofit. She holds a B.S. in Product Design from Stanford University.

WHAT TO EXPECT:

Instead of looking for product-market fit after the fact, taking a design thinking approach ensures that a product closely aligns to the needs of a real market of people from the start. Join this interactive session to try out methods for identifying your users, uncovering their unmet needs, and choosing the right solutions to serve them. **Networking starts at 12:00 pm, speaker presentation at 12:30 pm, & networking continues 1:30 pm onwards.**

Topics include:

- Getting past your assumptions to frame the right problem
- Starting with needs before solutions
- Choosing the right solutions for your users
- Refining and de-risking approaches through prototyping

Open to all CUNY Students and Faculty