

Special Lecture by Tomoya Mori: Design Thinking + AI

December 5, 2025



Featuring:

Tomoya A. Mori, IDEO Play Lab Business Design Lead / Science Writer

Notes: This event was limited to CJEB's Visiting Scholars. The event is part of CJEB's [Japanese Management Leadership Program](#).

This lecture, which included active participation in exercises, guided attendees through the human-centered design process and its intersection with the use of AI tools. Case studies drawn from the lecturer's experience were presented to provide additional context on how design thinking continues to evolve with AI applications.

Tomoya "Tomocini" Mori is a Senior Business Design Lead at IDEO's Play Lab, where he leads multidisciplinary teams to shape next-generation businesses through play. His recent work includes developing an AI-powered writing hub for educators, prototyping entertainment products for a global electronics company, and envisioning the future of space travel with Japan's space agency. Previously, Tomoya led a \$100M Series A fundraising effort at ispace, a lunar exploration startup. He's also a freelance science writer with work featured in Space.com, TechCrunch, and WIRED Japan, and has taught business design at UCLA and Tokyo Metropolitan University. He holds a degree in Astronomy from Brown University.