



## Udemy Expands Industry-Leading Creative Capabilities with Addition of Lummi's AI-Powered Design Tools

June 18, 2025

*Integration of Lummi's AI-driven design and illustration tools provides a more immersive, hands-on and practical AI learning ecosystem*

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 18, 2025-- Udemy (Nasdaq: UDMY), a leading AI-powered skills development platform, today announced the acquisition of [Lummi](#), an innovative creative technology group known for AI-driven design tools that simplify and accelerate the creative process. The acquisition will better enable Udemy's instructors and creators to enhance course experiences with custom illustrations, visual storytelling, and AI-generated design assets.

Now part of Udemy's [Innovation Studio](#), the Lummi team will play a key role in advancing product innovation and tool development. This strategic move reinforces Udemy's commitment to providing instructors, learners, and enterprise customers with both expert instruction and the practical tools needed to apply skills in real-world settings.

Founded in 2020 by CEO Pablo Stanley and CTO Jason Donnette, the Lummi team has built a loyal following among creatives with its portfolio of intuitive tools that enable fast, high-quality content creation across platforms like Canva, Figma, and Adobe Express. Udemy will continue to enhance the Lummi suite of products as well as integrating the offering into the core Udemy platform further enhancing Udemy's AI capabilities.

"At Udemy, we believe skills development should go beyond content consumption, it should activate real skills that are relevant, AI-driven, and work-ready," said Hugo Sarrazin, President and CEO of Udemy. "Integrating Lummi's intuitive AI tools enhances how learners and instructors apply their skills, while enabling enterprises to create more engaging, customized content. This move advances our transformation strategy to evolve into a comprehensive, AI-enabled platform for upskilling and reskilling, where instruction, practice, and tools align to drive real outcomes."

### Empowering Instructors and Creators with Tools to Teach Creatively

Udemy instructors and creators will be able to leverage Lummi Pro to enhance skills development experiences with custom AI-generated illustrations and design assets that support visual storytelling and more engaging content.

This move is an early step toward Udemy's broader vision for a revamped Instructor Academy, a centralized resource hub planned for future release that will equip instructors with a suite of integrated tools, including Lummi, Role Play, Assessments, and Labs to make courses more interactive and applicable to today's learners.

### Advancing Enterprise Learning with AI-Enhanced Visual Content

For Udemy Business customers, Lummi Pro introduces a new layer of creative potential and will be sold as an add-on to the current enterprise and team plan offerings. Teams in learning and development, marketing, and communications will be able to leverage Lummi's AI-powered capabilities to:

- Generate high-quality, branded visuals for corporate training
- Develop interactive assets that make workplace learning more engaging;
- Streamline course creation through no-code design tools; and
- Use enterprise-safe, original assets with no copyright infringement concerns.

"Instructional designers today face major hurdles from limited access to quality visuals and lack of design support to inconsistent style guidelines, which results in learning content that's often misaligned, unengaging, and visually disconnected," said Matthew Brown, Director of Research, Human Capital Management at ISG. "The Lummi offering helps address these issues by streamlining content creation and equipping instructional designers with AI-powered visual assets reducing production time, enhancing learner engagement, and ensuring scalable content quality across the enterprise."

These features will help organizations scale their workforce's reskilling/upskilling efforts with tools that match the pace and expectations of a modern workforce. With access to AI-powered design tools like Lummi and experiential learning solutions like Role Play, companies can go beyond consumption and become creators, developing their own high-impact, branded content, interactive simulations, and visually engaging training materials.

### Looking Ahead: Creativity + Skills + Tools

The Lummi team's arrival at Udemy will play a key role in shaping the platform's future learning experience. Their deep experience in user-centric design, AI innovation, and accessible tool-building will directly inform new product capabilities across the platform, including the future rollout of a design-focused offering inspired by Udemy's recently launched [Career Accelerators](#). This offering will combine design-focused courses with practical creative tools, giving subscribers a more holistic path to launching or growing careers in the creative economy.

### About Udemy

[Udemy](#) (Nasdaq: UDMY) is an AI-powered skills development platform transforming how companies and individuals across the world build the capabilities needed to thrive in a rapidly evolving workplace. By combining on-demand, multi-language content with real-time innovation, Udemy delivers personalized experiences that empower organizations to scale workforce development and help individuals build the technical, business, and soft skills most relevant to their careers. Today, thousands of companies, including Ericsson, Samsung SDS America, On24, The World Bank, and Volkswagen, rely on Udemy Business for its enterprise solutions to build agile, future-ready teams. Udemy is headquartered in San Francisco, with hubs across the United States, Australia, India, Ireland, India, Mexico and Türkiye.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250618180355/en/): <https://www.businesswire.com/news/home/20250618180355/en/>

**Media Contact**

Glenn Lehrman

Vice President, Communications

[press@udemy.com](mailto:press@udemy.com)

**Investor Contact**

Dennis Walsh

Vice President, Investor Relations

[dennis.walsh@udemy.com](mailto:dennis.walsh@udemy.com)

Source: Udemy