

# UX/UI Design Program

Syllabus

5 Months

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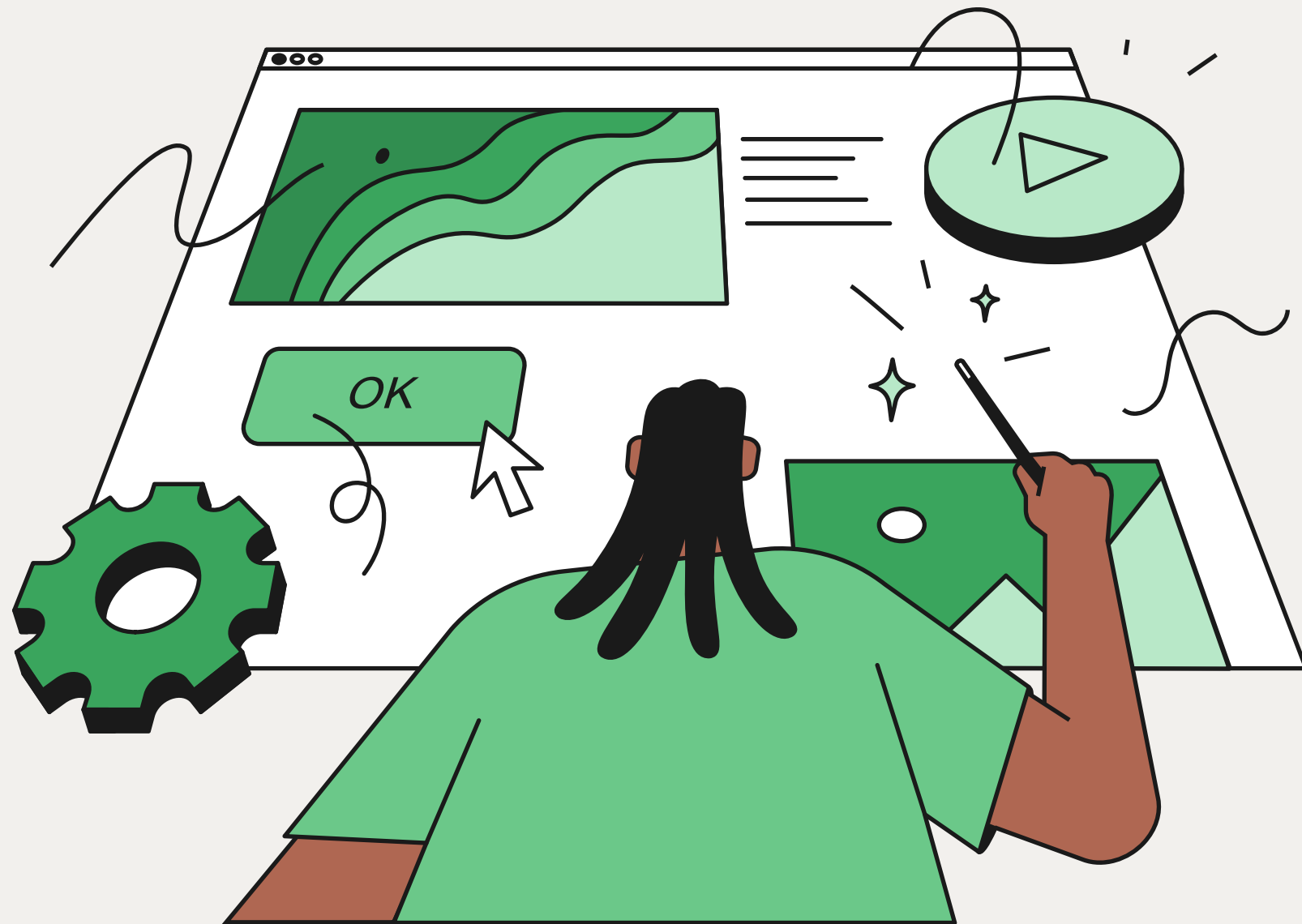
# About the Program

This comprehensive 5-month program will provide you with the knowledge, skills, and practical experience necessary to launch a successful career as a UX/UI designer. Through a combination of theoretical lessons, hands-on projects, and career preparation, you'll be well-equipped to create user-centric, visually appealing, and innovative designs that solve real-world problems.



# Design Fundamentals

2 Weeks



## Sprint 1. UX/UI Design Foundations and Design Thinking

This immersive sprint will introduce you to the UX/UI design process and fundamental principles of design thinking while you explore Figma's foundational tools. You'll establish a solid understanding of how each phase of the design process contributes to a complete, user-centered project. Additionally, you'll explore how to create inclusive experiences that prioritize user needs using principles of accessibility, ethical design, and inclusivity. You'll develop confidence in applying these principles to real-world design challenges, fostering a deep understanding of the user-centric and inclusive mindset that drives successful design solutions.

### Learning Outcomes:

- Identify the phases of the design process and their role in achieving successful design solutions
- Demonstrate foundational Figma skills by focusing on key tools and interface navigation
- Evaluate the importance of accessibility, ethical design, and inclusivity for user-centered design

2 Weeks

# UX Research

6 Weeks



## Sprint 2. UX Research Methods

Effective user research is the cornerstone of user-centered design. In this sprint, you'll explore various UX research methodologies and skills, such as user interviews, usability testing, card sorting, and user surveys. You'll learn to plan, conduct, and analyze these research activities to gather valuable user insights and validate design decisions. Through practical exercises and case studies, you'll develop the skills necessary to uncover user needs, behaviors, and pain points, laying the foundation for creating successful user experiences.

### Learning Outcomes:

- Differentiate between qualitative and quantitative research methods
- Identify key elements of a project brief
- Plan and conduct effective user interviews and contextual inquiries
- Derive actionable insights and recommendations from research findings

2 Weeks

## Sprint 3. User Personas and Journey Mapping

Developing a deep understanding of your target users is essential for creating user-centric designs. In this sprint, you'll learn to create detailed user personas based on research insights and data. Additionally, you'll explore techniques for mapping user journeys, identifying pain points, and uncovering opportunities for design improvements. By creating these powerful tools, you'll be able to effectively represent and communicate user behaviors, goals, and needs to stakeholders, ensuring that your design solutions are tailored to the specific needs of your target audience and business goals.

### Learning Outcomes:

- Create detailed user personas based on research insights and data
- Map out user journeys and identify pain points and opportunities
- Utilize personas and journey maps to inform design decisions
- Communicate user insights effectively to stakeholders for aligned user needs and business goals

2 Weeks

## Sprint 4. User Flows and Information Architecture

Designing intuitive and user-friendly experiences requires carefully crafting user flows and organizing content and features into effective information architectures. This sprint will equip you with the skills to design optimal user flows for various scenarios and create information architectures aligned with user mental models, which is crucial for building centered digital experiences.

### Learning Outcomes:

- Examine the impacts of information architecture on user experience and product success
- Identify and organize content and features into effective information architectures
- Explore key principles for designing effective search interfaces for intuitive content discovery
- Design optimal user flows and structures that align with user mental models for optimal usability

2 Weeks

# UI Design

6 Weeks



## Sprint 5. Wireframing and Prototyping

In this sprint, you'll master essential wireframing and prototyping techniques using industry-standard tools like Figma. You'll learn how to create detailed wireframes and interactive prototypes that effectively communicate design concepts and facilitate user testing. Through hands-on exercises, you'll develop the ability to iterate designs based on user feedback, ensuring your solutions are user-centric and validated.

### Learning Outcomes:

- Create detailed wireframes and interactive prototypes
- Conduct usability testing with prototypes
- Iterate designs based on user feedback and testing insights
- Communicate design solutions effectively through prototypes

2 Weeks



## Sprint 6. UI Fundamentals

In this sprint, you'll explore essential UI design principles, including grids, layouts, text hierarchy, typography, color, and contrast. You'll learn techniques for consistent UI design through style creation and organization in Figma to ensure visually engaging, user-friendly, and professional-looking interfaces. Additionally, you'll explore interactive component design and responsive design principles, enabling you to create smooth transitions, and visual cues that guide users through your interfaces while ensuring layouts are adaptable across different screen sizes.

### Learning Outcomes:

- Determine how UI design decisions impact visual appeal, readability, and user experience
- Create and organize styles in Figma to ensure cohesion across design updates
- Prototype interactive and animated interfaces
- Explore layout structuring techniques for multiple screen sizes

2 Weeks

## Sprint 7. Design Systems

Consistency is crucial in creating successful user experiences. This sprint will explore the principles and components of design systems, which provide a scalable and cohesive framework for designing and building digital products. You'll dive deeper into various design system components, including typography, color palettes, buttons, icons, and design patterns. Additionally, you'll learn to create comprehensive documentation and guidelines for design systems, preparing you to understand and utilize design systems in future projects.

### Learning Outcomes:

- Understand the importance of a design system and its role in creating cohesive user experiences
- Identify the foundational principles and essential components of design systems
- Develop various components of a design system
- Explore best practices for design system documentation and guidelines

2 Weeks



# Advanced UX/UI Integration

4 Weeks

## 📅 Sprint 8. Branding & Motion Essentials

As designers, it's crucial to establish a brand identity to stand out among the competition. You'll start by exploring how mood boards capture a brand's unique tone, colors, and style. You'll learn to conduct competitor analysis for a defined and unique brand direction and create a brand language guide to inform design decisions. Through practical exercises, you'll also gain a deeper understanding of motion design principles and how motion enhances user engagement and strengthens brand identity.

### Learning Outcomes:

- Recognize the role of brand identity in UX/UI design
- Construct a brand language guide based on mood board findings
- Explore motion design principles and micro-interactions
- Create a consistent and engaging user experience through cohesive design choices

2 Weeks

## 📅 Sprint 9. Design Handoff and Cross-Functional Collaboration

This sprint dives into common workflows in real-world work settings, including agile methodologies like sprints, scrum, and typical roles. You'll learn how to adapt designs for various devices and platforms, covering responsive principles, platform-specific guidelines, and layout considerations for web and mobile. Through practical exercises, you'll develop a comprehensive understanding of effective designer-developer collaboration, design file organization, and design decision documentation to ensure smooth workflow and project alignment.

### Learning Outcomes:

- Understand typical workflows and roles in agencies and companies
- Apply responsive design principles and best practices
- Optimize designs for performance and usability on different devices
- Collaborate effectively with cross-functional teams

2 Weeks

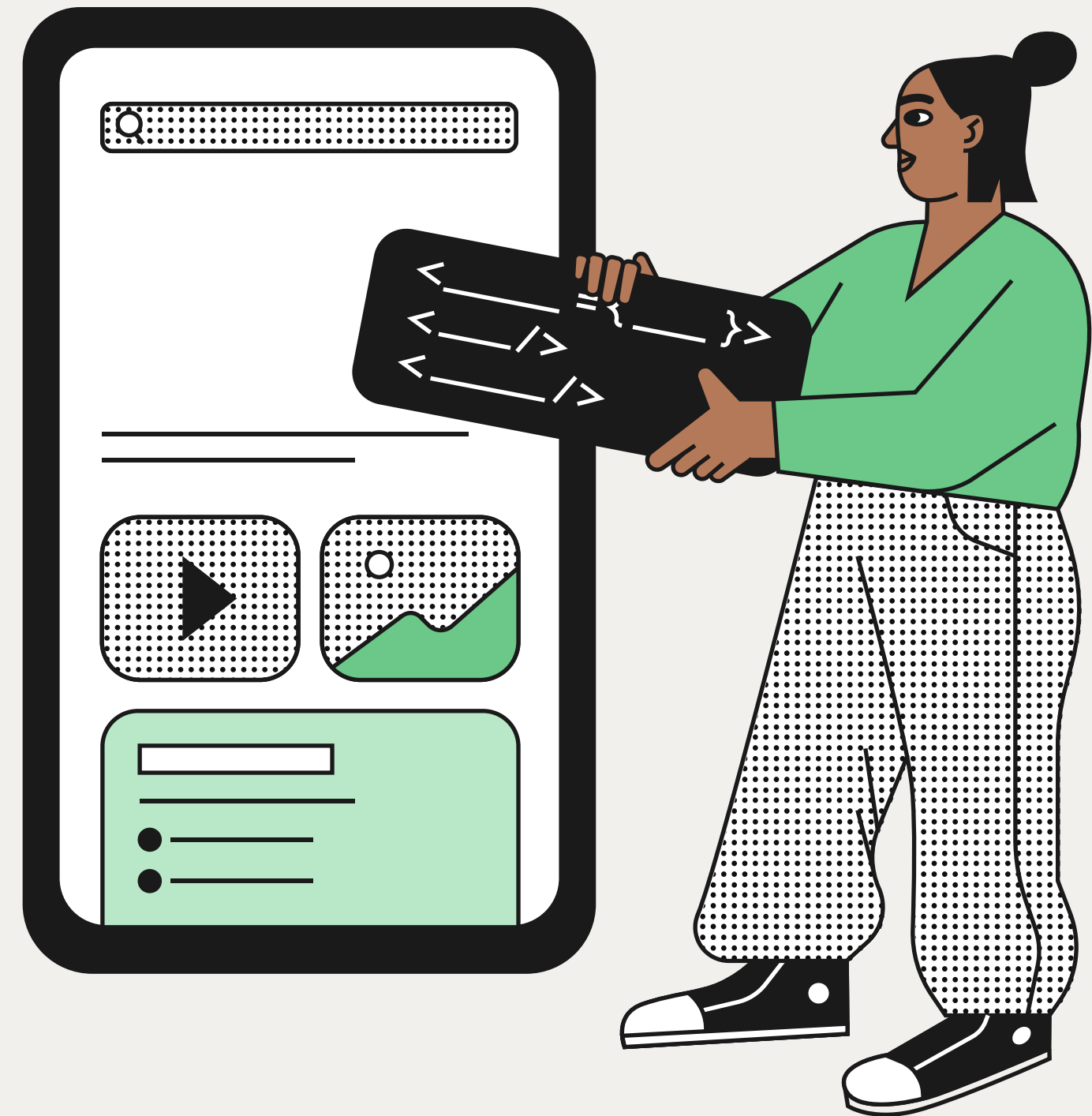
# Final Capstone Project

2 Weeks

In this culminating sprint, you'll apply the knowledge and skills acquired throughout the program to a comprehensive capstone project. You'll engage in an end-to-end design process, starting with user research and progressing through ideation, prototyping, and final design presentations. This hands-on experience will simulate real-world design challenges and provide you with invaluable practice in tackling complex design problems. You'll receive peer reviews and professional feedback, helping you refine your work and prepare for a successful career in UX/UI design.

## Learning Outcomes:

- Conduct user research and derive insights
- Ideate and prototype design solutions
- Iterate designs based on feedback and usability testing
- Present and defend final designs to peers and professionals
- Develop a portfolio-ready design case study



# Career Preparation

## 📅 From day one

Access career-focused lessons that strengthen both:

- **Hard skills:** for job applications
- **Soft skills:** networking, communication, self-promotion and interview techniques

## ✍️ Midway through

Partner with a career coach to:

- Develop a personalized job search strategy
- Perfect your resume, LinkedIn profile, and portfolio
- Practice interview & networking techniques in group and individual sessions

## 👋 As you progress

- Participate in Code Jams—team competitions to apply your skills
- Complete an Externship—gain real-world business experience (you'll learn more as you advance!)

## 📁 After graduation

Enter the job search phase with support from a Placement Coordinator:

- Regular check-ins to keep you on track
- Feedback to improve applications and networking
- Help connecting with recruiters and hiring managers
- AI-powered job search platform to manage applications and track progress

Learn  the job.  
✦ ✦ Get the job. ✦ ✦