



UI/UX Design

24 WEEK PROGRAM

Get Skilled
Get Hired
Get Promoted

High Impact, Multifaceted Training

UI/UX Design is one of the most in-demand professions, yet lacks the most in terms of formal training and skills development. In this digital era, when customer expectations and experience is undergoing a radical shift, UI/UX Design techniques of yesteryears are no longer effective.

There is an urgent need for UI/UX Designers who are equipped with the knowledge and training to handle a changing business landscape. UI/UX Design Bootcamp teaches the skills, groom, and places UI/UX Design talent in businesses and industries where they are needed most.

**LIVE & ONLINE
CLASSES**

**ADVANCE YOUR
CAREER**

**REAL WORLD
INSTRUCTION**



"Taking the UI/UX Design bootcamp was a great experience. I came from a medical background and was originally in the medical field when I decided to switch career paths. I did a bunch of research and came upon their bootcamp. They taught me everything I needed to know about the UI/UX industry from the beginning, and it was a great intro to a different career"

- Imtiaz Jaleel

Bootcamp Curriculum Overview

The UI/UX Design Training Program at WFI is an online part-time program i.e. 10-15 hours a week or less, that jumpstarts your career to becoming a successful UI/UX Designer within 6 months. You will gain complete knowledge and skills to thoroughly analyze data and help business leaders make important decisions, even if you have no prior practical experience working in Creative Design.

The Bootcamp program is rigorous and packed with challenges covering concepts, theories and projects; but you will have all the help needed to navigate through the process in the form of academic counselling, mentor office hours and assessments.

The UI/UX Design Bootcamp will provide fully immersive learning through lecture videos, workshops & weekly group projects, and a Final project. You will learn UI/UX Design fundamentals, key skills and techniques from industry and academic experts in this unique program offered by Workforce Institute

Invest in Acquiring the Required Skills

This program is not just a UI/UX Design training bootcamp – it is a program that focuses on giving you a successful UI/UX Design career. You will be part of the largest network of top 1% UI/UX Professionals across the world.

You will get access to networking events, latest industry trends, valuable resources, webinars, and much more. At the end of this program, you will:

- Develop essential skills to improve UI/UX Design performance
- Learn the secrets, methodologies and tips and tricks used by UI/UX Design experts
- Gain both theoretical and practical knowledge of the art of UI/UX Design
- Earn a certificate through virtual graduation ceremony

Who Should Attend This Training?

The UI/UX Design program is a diverse program that caters to anyone interested in building UI/UX Design career. Whether you're a millennial, a college grad or a diploma holder, going through any of the following career phases, this program is meant for you:

New Career Seekers: UI/UX Design is an in-demand profession across the United States, and one that is quite lucrative if you have the right training.

Career Changers: Think you have a knack for UI/UX Design and want to test out a different career phase? The program gives a foundational training to anyone who wants to learn about UI/UX right from the start.

Career Advancers: Been in the industry for long but are not able to close more deals? The program's advance training & coaching sessions with UI/UX experts will empower you with the knowledge you need to improve UI/UX performance.

Jobs You Will Be Ready For

Here is a list of real-world jobs that you can apply this bootcamp to:

UX Visual Designer

Product Designer

UX Interaction Designer

User Research

UX Usability Analyst

UX Writer

"WorkForce's educational material and modules provide indispensable and comprehensive insights on the UX and UI design process. When applying discipline to the WorkForce learning process, one can expect to successfully learn the tools, methods and applications required to be a skilled and marketable UX/UI designer. My cohort's instructor, Nolan Peet, displayed profound knowledge of the UX/UI design process, effortlessly answering questions I or my class had at a moment's notice. Nolan regularly provided helpful feedback and displayed a consistently positive attitude while teaching my cohort. He's a clear and concise communicator with a good sense of humor. The WorkForce bootcamp is convenient for those with busy schedules and is overall a good value. I recommend this bootcamp for those who are committed to learning the UX and UI design process and/or want to become UX and UI design professionals."

- Paul Pierre

UI/UX Design Bootcamp Structure

Throughout the 24 Weeks of this program, you will go through lecture videos and a variety of individual exercises and group discussions, both in online self-paced format as well as weekly live instructor hours. Weekly workshops, assignments, competitions or mini-projects will give you an immersive learning experience by applying what you learn as you go.

Online Modules

Self-paced learning through online course modules within our platform allowing you the flexibility with the hours you can choose to study within the week.

Weekly Office Hours

Your mentor will help you every week to guide through any challenges and questions for every weekly module you complete through

Live Weekly Office Hours

This would be the time you will benefit from the questions and ideas of your cohort mates.

Assignments, Competitions & Mini-Projects

With every critical milestone you achieve throughout the Bootcamp, you will complete mini projects that will test your ability to apply learnings in a practical way. These mini-projects will be reviewed, discussed and constructive feedback will be provided during the business hours.

Mentoring & Discussions Forum

You'll have access to a dedicated bootcamp discussion forum to collaborate and seek help from industry experts and other students. This discussion forum can be found when you launch the course. The Bootcamp also includes access to real LIVE mentoring and discussion group sessions* that happen once a week.

Q&A Session

Bring all your questions you may have and get the answers you're looking for. Review Session During this session, we will review the previous weeks work, what is expected the following week, and any other questions you may have that need answers.

Zoom Sessions

In the introductory bootcamp email, you will be provided a specific link issued to the class for attending the weekly sessions. Using this link, you can connect to Zoom and interact with instructors. You can also use the following link to join by placing in your assigned Meeting ID. <https://www.zoom.us/join>

Course Outline

Module 1: Introduction to User Experience

- What is UX Design?
- The history of UX Design
- How does UX Design Compare to UI Design
- The benefits of UX Design
- The UX Design process
- The UX Case Study
- Roles in UX Design
- The UX Job landscape
- UX market Value

Module 2: Processes and Introduction to deliverables

- The Kickoff Phase
- Business Rules and Requirements
- Stakeholder Interviews
- Creating a Research Plan
- Key UX Deliverables
- Using Figma: An Introduction to Wireframes
- Figma

Module 3: Key Research Technique

- Why conduct Research
- Categories of Research
- User Interviews
- Other Research Techniques
- Competitive Research
- Presenting Research

Module 4: Information Architecture and Navigation

- Organizing content
- Information Architecture
- Navigation and Search
- Types of Navigation
- Creating Navigation Categories through Card Sort
- Search as Navigation
- Sitemaps

Module 5: The Define Phase: Clarifying the Problem

- The many sides of the Define Phase
- What are User Requirements?
- Empathy Maps
- Personas, their Value and how to create them
- Customer Journey Maps
- The Problem Statement

Module 6: User Stories, Flows and Sitemaps

- Writing User Stories
- What are User Flows
- Alternate Task Flows: Flowchart story
- board & Wireflows
- User Flows and Site Maps
- How to prioritize User Stories and Flows
- Introduction to Key Performance Indicators (KPIs)

Module 7: HTML and CSS

- HTML
- CSS
- CSS Breakpoints
- The SUS Survey
- CSS Breakpoints
- JavaScript and jQuery
- Advanced Figma Techniques

Module 8: The Design Phase 1: Wire framing and Interaction Design

- Rapid Sketching
- Wireframing
- Interaction Design Standards
- Choosing the Right Interactive Objects

Module 9: The Design Phase 2: Mobile First & Responsive Design

- Mobile First Design
- Responsive Design: Designing for Desktops, Phones and Tablets
- Design Trends

Module 10: Prototyping

- Prototyping
- Why Prototype?
- Effective Prototyping
- Paper Prototyping
- Digital Prototyping

Module 11: Case Studies

- Purpose of Case Studies and Your Portfolio
- What to include in a Case Study
- Great Student Case Studies
- An introduction to Online Portfolio Tools
- Your Second Project: Redesigning an Existing Site

Module 12: Usability Testing

- Goals of Usability Testing
- Choosing Participants
- Creating a Test Plan
- How to Conduct a Usability Test
- Testing Roles
- Different Types of Usability Tests
- Benchmarks
- Online Testing Tools
- Introduction to Maze
- Accessibility

Module 13: Case Study Reviews, Your Personal Presence

- In-Depth Review of Our Case Studies
- Project 2 Progress
- The UX Resume
- LinkedIn
- Connecting with Professionals
- UX Meetups

Module 14: Visual Design 1

- Visual Design Basics
- Color
- Typography
- Iconography
- Using Grids
- Gestalt Principles and other Basics

Module 15: Visual Design 2

- Grids
- Creating Logos
- Material and Flat Design
- Other Trends in Visual Design
- Creating Design Systems
- The Style Guide

Module 16: Your Portfolio, Additional Research Techniques

- Overview of Portfolio Hosting Tools
- Ready-Made Templates
- Great Student Portfolios
- Surveys
- Heuristic and Expert Reviews
- Focus Groups
- Contextual Inquiry

Module 17: Capstone + Project 2 Review

- In-Depth Review of Project 2 Case Studies
- Your Capstone Project
- Portfolio Q+A
- Resume and LinkedIn Reviews

Module 18: Project 2 Revisions, Define Phase Part Two

- Review Project 2 Revisions
- Capstone Project Choices and Q+A
- Storyboards
- Wireflows
- KPIs

Module 19: Portfolio, Capstone Week 2 Review, Advanced Design Topics

- Portfolio Progress
- Capstone Progress
- Advanced Visual Design Topics (TBD by visual design expert)
- Design Q+A

Module 20: Portfolio Review

- Portfolio Progress
- Capstone Progress
- Usability: Within-Subject Testing and Counterbalancing
- Unmoderated Usability Test
- Avoiding Usability Test Problems
- SUS
- Usability Q+A

Module 21: Capstone Week 4, Great Student Projects, E-Commerce

- Capstone review
- A look at great Student Projects
- Q+A
- E-Commerce Products and Research

Module 22: In-Depth Portfolio Analytics A-B Tests

- In-Depth Portfolio review
- Q+A
- Introduction to Analytics
- Eye-tracking
- In-Depth Portfolio review

Module 23: Student Capstone Presentations, Design Sprints

- In-Depth Capstone Review
- Design Sprints
- Portfolio Q+A

Module 24: Capstone Presentations, Post-Project Duties, Resources

- Capstone Review of Revisions
- Portfolio Reviews
- Resume and LinkedIn

Additional Features

Industry Professionals Video Interviews.

In lieu of the curriculum you will also get access to Video Interviews from industry professionals showcasing their UI/UX journey, their experience, struggle and what all ultimately led to their success.

AI in UI/UX

Since AI is all the rave right now, everyone should use it to make their life easier and in the case of our students, how they can use Artificial Intelligence in UI/UX Design to make their journey smooth.

Videos Offered

Generative AI with Ideogram and Dall E

Learning Objective: How to use generative AI for Images with the help of Ideogram and Dall E

Generative AI with Uizard

Learning Objective: How to use Uizard to design mobile apps, websites, and UIs in minutes

Generative AI with Chat GPT

Learning Objective: How to use Generative AI and Chat GPT to write a Copy

