In the past decade, the average salary for UX/UI designers has increased more than 30\%.*

In the modern digital economy, “design” is the latest buzzword. Employers everywhere are looking for creative thinkers capable of transforming their businesses through imaginative interfaces and beautiful user experiences. You too can join the ranks of these industry-shaping creative professionals.

The **24-week UX/UI Boot Camp** is a challenging, part-time program that takes a multidisciplinary approach to attaining proficiency in design thinking, product management, user interface design, and web design.

Throughout the course, you will gain experience with a host of popular tools and methods such as Adobe XD/Sketch, InVision, agile methodology, user centered design research, and rapid prototyping. You will also learn how these concepts are leveraged within design fields from UX research to UI development, as well as best practices for using these skills to add value to your organization.

*https://www.nngroup.com/articles/salary-trends-usability-professionals*
Are you a creative, curious, and ambitious professional looking to join the Design revolution? If so--or if any of the following describes your situation--enrolling in our UX/UI Boot Camp could be a smart career move:

A design professional, such as a graphic designer or visual designer, who wants to attain a broader skill-set in the wake of their organization's digital transformation.

A technical professional, such as a developer or help desk technician who wants to transition into the UX/UI arena and understand how to apply design thinking to his/her organization’s problems.

A manager who wants to supercharge his/her skill set to better understand the product management and/or design side of their organization.

A tech enthusiast looking to get his/her foot in the door in the world of design.
Students will graduate with a foundation in UX Research and User Interfaces, including*:

**User-Centric Design Research:**
- Qualitative and Quantitative Research Practices
- Information Architecture and Flow
- User Need Identification
- User Experience Interviewing
- Persona Creation
- Insight Synthesis

**Web Prototyping:**
- HTML/CSS
- GitHub
- Bootstrap
- JavaScript
- JQuery

**Visual Prototyping and Wireframing:**
- Adobe XD/Sketch
- InVision
- Google Slides
- Storyboarding
- Decision Mapping
- Decision Flow Diagrams

**User Interface Development:**
- Atomic Design
- UI Grids and Composition
- Color Theory
- Heuristic Evaluation
- Typography
- Interaction Design and Iconography

*The material covered in this course is subject to change due to market demand.*
BUILDING ON THE BASICS

Technology companies are increasingly becoming design focused and don’t just want but require design professionals to bring their products to the next level.

That’s why our curriculum is architected to provide a deep foundation on the core critical thinking and technical skills you need to succeed in the field. Throughout the program, expect to learn brand new skills and be challenged in solving real-world problems to demonstrate your new abilities and design mindset. By the program’s end, you will have a strong professional portfolio showcasing your work.
Our graduates will be qualified for a wide range of roles, including:

- UI Designer
- UI Developer
- UX Designer
- UX Researcher
- UX Writer
- UX Engineer
- Information Architect
- Visual Designer
- Graphic Designer
- Product Manager
- Product Designer
- Interaction Designer
- Web Designer
By the time you graduate, you can expect to be able to:

- Conduct user research using proven methodologies to understand design needs
- Learn how to communicate your design decisions to stakeholders in compelling form through wireframing and storyboarding
- Test your assumptions and biases by analyzing user experiences through UX interviewing
- Master the art of rapid prototyping using tools like InVision, Adobe XD/Sketch, and more
- Manage your time and projects using agile methodologies and widely-used project management tools
- Keep business branding and continuity in mind when designing for clients
- Design for more than the look of a product as you use interaction design to develop the ideal experience for your users
- Bring designs to life in web prototypes using HTML, CSS, JavaScript, and some of the most popular front end skills around
COURSE STRUCTURE

Over the course of 24 weeks, you'll attend informative lectures, participate in a variety of individual and team exercises, and work independently in the classroom and at home. Homework assignments provide an opportunity to apply what you've learned and build on it. The goal is to give you a comprehensive learning experience and true insight into a “day in the life” of a Design professional.

DISCUSSION

Instructor-led discussions cover the background, history, and use of new technologies or concepts.

PROJECT WORK

You'll work on timed in-class exercises and projects individually and in teams to put classroom teachings into practice.

PORTFOLIO PROJECTS

Your portfolio signals to employers that you are ready for primetime! You’ll build a substantial portfolio of projects that demonstrate your abilities across a wide variety of technologies.
WE'RE HERE TO HELP

As you move up the learning curve, you are likely to have questions around some of the concepts covered in class. We're here to help—through in-person and virtual office hours, as well as a dedicated #slack channel where they can get assistance from instructors, support staff, and fellow students. All work is done via Google Drive, so instructors can assist students in a truly asynchronous fashion. In addition to learning user research, design thinking, and user interface design, students will have access to career services that will help them prepare for technical roles after graduation through activities such as:

Career Content and Practice Sessions

- Online Career Events With Industry Professionals
- Soft Skills Training
- One-on-One Career Coaching

Database of Customizable Tools and Templates

- Multiple Technical Resume Templates
- Guidelines To Building A Portfolio
- Creating an Elevator Pitch
- Developing a Bio
It’s a fact: companies care about what you can do, not what you say you can do. For that reason, our curriculum teaches you how to apply what you’ve learned to simulated and lab-based environments.

The curriculum emphasizes in-depth exploratory labs, ranging from designing an application to solve a traveler’s problems to recreating a government website with accessibility and usability in mind. Students will use personal laptops to practice the skills and abilities included in this course.
The Travel Solution

Description: One of the most important aspects of designing products is knowing your user. For designers, developing this skill is a critical part of the job, and requires an understanding of design thinking and user research. In this exercise, you will be tasked with creating a travel application, and you will start where all designers should, by understanding your user through research.

Objectives

• Begin by empathizing with your users, interviewing them, and synthesizing your data to develop user insights and potential application features.
• Create a low fidelity design through storyboarding, wireframes, and paper prototypes.
• Test your design on real users and gather feedback to improve it through rapid, iterative prototyping.

Skills

• Qualitative and Quantitative Research Practices
• Feature Prioritization
• Storyboarding
• Rapid Prototyping
• Adobe XD/Sketch

Pumping up the Fidelity

Description: Developing new products isn't just about interviewing users and synthesizing data, it's also about making a beautiful and elegant solution. In this exercise, you'll take your low fidelity prototype and use graphic design methods like color theory, typography and iconography to create the application of your dreams.

Objectives

• Learn the principles of design and how to apply them to make visually compelling user interfaces.
• Use color theory, typography, and iconography to improve your user experience.
• Create a style guide so an entire design and development team could contribute to your application.

Skills

• Principles of Design
• Color Theory
• Typography
• Iconography
• Style Guides
Redesign the Government

Description: Design is all about continuous improvement. User interfaces are always in need of updates, and a designer’s job is often to redesign existing applications. In this exercise, you are the new kid on the block at your local municipal government office, and boy their website needs a facelift! You will analyze the existing user interface, evaluate the accessibility, and redesign their site to be responsive on multiple devices.

**Skills**
- Responsive Web Design
- UI Analysis
- Accessibility Evaluation
- Atomic Design
- High Fidelity Prototyping

**Objectives**
- Use UI analysis and accessibility evaluations to analyze a government website.
- Create low fidelity mock-ups for a new website that is responsive and uses best UX/UI practices like atomic design.
- Following user testing, turn your website into a reality with high fidelity prototyping in Adobe XD/Sketch.

Market Yourself

Description: Your UX/UI journey is almost complete! Time to show off your new skills in a portfolio filled with compelling case studies for potential employers. To do this, you’ll learn the modern day designers’ newest toolset, web development. You’ll start with the basics of code with HTML and CSS. Next, you’ll progress into libraries and tools like Bootstrap and Webflow that allow you to spin up and customize websites in minutes.

**Skills**
- HTML
- CSS
- Bootstrap
- Javascript
- jQuery
- Webflow

**Objectives**
- Learn the building blocks of the web, HTML and CSS.
- Take your interface to the next level with one of the most widely used front end frameworks, Bootstrap 4.
- Use Webflow to create sites with ease and incorporate delightful animations and micro-interactions.
<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
<th>What You’ll Learn</th>
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| **Learning Module:** The "U" Of UX/UI | The common theme throughout this course is that we will be designing with users in mind. That being said, how do we know who our user is? What do they do? How do they act? Those are the questions we will strive to answer in this module as we dig into popular research techniques and methodologies. | » UX / Design Thinking  
» User Centered Design Research  
» Empathy & Users  
» UX Interviewing  
» Insight Synthesis  
» Persona Creation  
» Decision Mapping  
» Prototyping  
» User Testing |
| **Learning Module:** Interface Design | Interfaces need to be both engaging and intuitive in order to craft solid user experiences. Over the course of these few weeks, we will cover many of the necessary skills, technologies, and frameworks designers should know in order to make immersive applications. | » User Interaction  
» User Interface & Affordance  
» InVision  
» Project Management & Tools  
» User Centered Design  
» Accessibility & Usability  
» UI Patterns & Libraries  
» Atomic Design  
» Adobe XD/Sketch |
| **Learning Module:** Visual Design Theory | While a functional interface is a distinct necessity, an interface that draws the eye of its user is just as important.                                                                                                                                                                                                                      | » Typography  
» Heuristics, Usability & UI Iterations  
» Continuity & Branding in UX & UI  
» Iconography |
| **Learning Module:** Web Prototyping and Interaction Design | What good is a solid interface if no one can use it? Students will learn how to apply all of the knowledge they've acquired to create live applications on the web as full-fledged visual prototypes. Next, students will apply JavaScript and jQuery to their creations to incorporate more complex user interactions. | » HTML  
» CSS  
» GitHub  
» Bootstrap  
» JavaScript  
» jQuery |
| **Learning Module:** Final Projects | Students will work in small groups to leverage the software, skills, and techniques learned throughout the course in this final project to showcase to the world what they've achieved!                                                                                                                                           | » Dreaming up something fantastic and pushing the bounds of what is reasonable and achievable |