



3+ months

Certified User Experience Designer

User Experience Design for Web, Mobile & Software

Guided E-Learning UX Design Training with Mentor and „Bildungsgutschein“

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DESCRIPTION

What to Expect

The profession of User Experience Designer has become increasingly differentiated over the past two decades. A good user experience designer should be able to understand his target groups, develop a product strategy, define requirements and formulate them in user stories, develop information architecture, navigation and user flows, implement and test interaction designs as prototypes and visually adapt screen designs design. In this intensive online course lasting several months, you will learn to do all this with the support of a personal mentor so that you can then develop innovative, successful and user-friendly digital products yourself that satisfy users and customers and are fun for them.

What You Will Learn

This online course will enable you to successfully design websites, mobile apps and software with an excellent user experience. You will get to know the entire range of methods and processes of user experience design in order to be able to design innovative, intelligent and useful products. You will get to know the individual levels and phases of theoretical user experience design and apply them in practice – you will deal with user research, analysis and testing, with product strategies, requirements and planning, with content, structures and processes as well as information, interaction and user interfaces Design. After completing the training, you will be able to design successful, digital information offers.

Who Should Practice

- **Job seekers** who want to increase their chances on the job market or qualify for a new job.
- **Career changers** who want to reorient themselves, improve their job prospects or advance their careers.
- **Career starters** who have completed school or vocational training, who want to position themselves for the future and successfully start their professional life or who are aiming for a degree.
- **People** who work or want to work in **companies, agencies** and **consultancies** on the development of **websites, apps** and software.
- **People** who are or want to be in the fields of **design, marketing, media, IT, management, consulting** and **customer service**.
- **People** who specialise in **user experience design** and want to acquire solid practical knowledge.



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Module 1 - User Experience und Usability Basics

Basics & Backgrounds

The Human Brain, The Digital Ecosystem, The Mature Enterprise, The Profession of the User Experience Designer

Definitions & Disciplines

User Experience Design, Human/User Centered Design, Interaction Design, Usability, Information Architecture, User Interface Design

Rules & Policies

Mental Models, Eight Golden Rules, Principles of Interaction Design, Don't make me think, 10 Usability Heuristics, DIN ISO standards 9241-110, Gestalt laws, Apple Interface Guidelines, Google Material Design, Hick's and Fitts's law

Practice: UX Research to UX & Usability Basics

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Module 2 - Research, Analysis & Testing

Questionnaires and Interviews

Surveys, types of interviews, ethnographic field research

Practice: Creation of a questionnaire and implementation of an interview

Personas & Empathy Maps

User types, user segmentation, user goals and needs, market research vs. design research

Practice: Creation of a persona, presentation and feedback with mentor

Customer Life Cycle

Customer Life Cycle, Task Analysis & Definition, Cognitive Task Analysis, Top Tasks

Practice: Development of a customer lifecycle, presentation and feedback with mentor

Customer Journey & Experience Maps

Customer journey, service experience, touchpoint, experience mapping

Practice: Development of a customer journey map, presentation and feedback with mentor

User Scenarios, Use Cases & User Stories

User scenarios, use cases, user stories, contexts of use

Practice: Development of a user scenario, presentation and feedback with mentor

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Product analysis & testing

product Analysis

SUS System Usability Scale, Google Heart Framework, Expert Review/Heuristic Evaluation, Content Audit, Online Survey

Usability Testing

First Click Testing, A/B Testing, Usability Lab, Remote Testing, Mouse Tracking, Eye Tracking, Retrospective Think Aloud

Practice: Conducting a live usability test, presentation and feedback with mentor

Web Analytics

Fields of investigation and key figures, data platforms and research institutes, analysis tools (Google Analytics, Amazon Forecast...)

Competitor & Market Analysis

Benchmarking, best practices, evaluation models, performance metrics

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Module 3 - Strategy, Requirements & Planning

Corporate Strategy

Company goals, goal definition

Product Strategy

Product vision, UX principles, mission statement, value proposition, business model, success criteria, ROI (return on invest), KPIs (key performance indicators), UX strategy

Practice: Development of a product vision, presentation and feedback with mentor

Product Scope & Requirements

Functional Specification

Requirements analysis and definition, capability and scope matrix, user stories, user story mapping

Practice: Creation of a user story map, presentation and feedback with mentor

Content Strategy

Content strategy, SEO, content life cycle, voice of ton

Practice: Creation of a content strategy, presentation and feedback with mentor

Project Planning & Organization

Stakeholder Management, Agile & Lean UX, Design Sprints

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Module 4 - Content, Structures & Processes

Information Architecture & Sitemap

Information architecture, organizational structures/schemes, sitemap, categorization and labeling, card sorting

Practice: Development of an information architecture using card sorting, presentation and feedback with a mentor

Navigation & Search

Navigation techniques, navigation logic and hierarchy, search, filter and sorting

Practice: Development and testing of a navigation, presentation and feedback with Mentor

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Module 5 - Information & Interaction Design

Sketches, Scribbles & Sketch notes

Sketches, sketch notes, stencilling, paper prototypes, paper cutouts, design studio

Practice: Creation of lo-fi prototypes, presentation and feedback with mentor

Wireframes & Prototyping

Atomic Design, Informationsdesign, Wireframes, Interaktive Prototypen

Practice: Refinement of Lo-Fi prototypes to wireframes (Me-Fi prototypes) with Balsamiq, Sketch and others, presentation and feedback with Mentor

Interaction Design & Design Patterns

Interaction design, design patterns, micro-interactions, feedback and gesture control, dynamic panels and states

Practice: Further development of the wireframes into interactive, clickable prototypes (hi-fi prototyping) with Figma, Adobe XD, Axure and others, presentation and feedback with Mentor

Responsive Design & Mobile Design

Responsive Design

Layout types (Fixed, Fluid, Adaptive, Responsive), design grid, breakpoints, mobile first, workflow

Mobile App vs. Responsive Website

Mobile Website, Responsive Website, Webapps, Native Apps

Mobile Design

Devices and operating systems, tips and tricks, gestures and interaction, animations and transitions

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Module 6 - User Interface Design & Visual Design

Design Tools & Mood Boards

Colors, typography, image elements, graphic elements, page layout & design grid, navigation, text and tonality, mood boards

Practice: Creation of a mini style guide and mood board with imagery, color palette and font selection as a design basis, presentation and feedback with mentor

Style Guides & Design Systems

Style Guides, Pattern Libraries, UI Kits, Design Systems, Atomic Design

Screen Design & Animations

Screen/page structure, UI kits, animations & transitions, micro-interactions, transitions, fadings

Design- & UI-Trends

Design-Trends

Voice, “mobile-friendly” design, personalization, dark mode, motion & microinteraction, artificial intelligence & augmented reality

UI Trends

Illustration, Big & bold typography, Geometric layout, Bright bright colors with strong contrasts, Gradients

UI & Design Trends in Retrospect

One pager, flat design, material design, stage designs, video stages

Practice: Conduct trend research and find examples of successful implementation of these trends, presentation and feedback with Mentor

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NUMBERS & FACTS

Language: English

Max. Participants: 12

Time: 3+ Monat

Scope: 450 hours / 600 lessons

Expense: 10-40 per week

Price: € 6.240,00

Cancellation: Cancellation free of charge up to 14 days before start.

Satisfaction Guarantee: up to 14 days aer the start without risk.

CERTIFICATE

For completing the seminar participants receive the certificate
„Certified User Experience Designer“ by the XDi – Experience Design Institut.

INCLUDED SERVICES

- International recognized certificate
- Practice with mentor
- Own project with portfolio
- Personalized mentoring
- 10 hours of video material
- High-quality training documents in digital form
- Numerous templates for daily work
- Loads of best practices and online resources
- Community for exchange and discussions with other participants
- Links, literature and tool-tips

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MENTOR



Christopher Leineweber

Lead Product Designer, Design Consultant & Lecturer

Christopher started his career as a UX designer in the agency environment, predominantly on Volkswagen as a client. After some time, he moved to the digital agency of Commerzbank. This was followed by a stopover at Dr. Oetker's Innovation Lab with a focus on design research and incubations. After that, he took care of a team of interdisciplinary Designer:innen in the startup of Deutsche Bank, until he was taken over by the group. For some time now, he has been working for Vanguard, the largest bond fund provider worldwide.

MENTOR



Anke Friedrich

Communication Designer & Art Director

Anke Friedrich studied communication design at the Düsseldorf University of Applied Sciences and has been working as a permanent and freelance creative for various agencies in Germany since 2012. Her main interests lie in corporate and brand design, as well as in the UX/UI conception of digital products. In the past, she has also gained a lot of experience in the area of digitisation processes in packaging development. She always enjoys thinking outside the box in order to create the best possible, sustainable user experiences.

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MENTOR



Stefan Schmitt

Diplom-Designer, Systemic management coach, trainer, mentor, author and entrepreneur

Stefan is an experience designer, XD trainer and systemic management coach. He is a passionate designer and is always looking for ideas, ways and solutions to make the world a better place. He worked for almost 20 years as a freelance designer and consultant for international companies and agencies. In 2014 he founded the XDi – Experience Design Institute to help people create innovative, intelligent and people-friendly products, services and systems. Stefan has been practicing Zazen, Yoga and QiGong for about 20 years to make his life better, happier and more meaningful.

YOUR BENEFITS

- First-class instructors with a strong practical knowledge and extensive experience in the international context.
- Didactically prepared and creatively implemented learning content.
- Practically applied and solid theoretical knowledge
- Use the latest results of brain-research.
- Integrated coaching and mental training methods.
- Umfangreiche Seminarunterlagen mit vielen weiteren Tipps, Tricks & Links.
- Personal, informal handling.
- Recognized as educational leave.

OUR ADDED VALUE

The XDi works with new and interactive education programs based on current findings in brain research. Our credo is „learning by doing“ – our participants learn the application of relevant methods and techniques using practicals exercises in small groups.

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CERTIFICATIONS



REVIEWS



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TESTIMONIALS

„Even after several years of professional experience in UI/UX design, I still wanted to expand my knowledge of UX research and UX analysis. Here I found the further training to the Certified User Experience Designer of the XDi much more extensive compared to other providers. And indeed, I was able to take away a lot of knowledge here and now feel much more confident in dealing with it.“

- Katharina Kirschner

„The seminar explains the connections between the different research and prototyping methods very clearly. All important methods are explained and supported by many exercises. The cheerful trainer created a good atmosphere.“ - Andreas Lemburg

„Excitingly prepared, well-founded and very comprehensible on the basis of practical examples. Stefan's many years of experience offered me great added value, especially in the practical tasks and exercises. Not only for beginners.“

- Christian Franke

„Customer-focused work, isn't that what we do? How far one's own thoughts and actions are partly removed from it becomes clear in this seminar. The focus is not on the solution but on the customer's needs. What would our persona do? What are the top tasks?“

- Silke Thomas

REFERENCES

More references and feedback on www.xd-i.com/referenzen

otto group



Handelsblatt



DAIMLER

BOSS
HUGO BOSS

Douglas

CHECK24

adidas
GROUP

Allianz 

MEMBERSHIPS

