



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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CURRICULUM

Module 1 – USER EXPERIENCE AND USABILITY BASICS

User Experience & Usability Fundamentals

Definition and elements of usability and user experience, innovation sweet spot (desirability, feasibility, and viability)

Practice: Familiarize yourself with the project briefing

Definitions & Disciplines

User experience design, human/user-centered design, information architecture, interaction design, usability, user interface design

Practice: Reflect on and condense the project briefing

UX Design Process & Methodology

UX design process, double diamond, human-centered design process, UX process, design thinking, phases & methods

Practice: Create the outline for your process book

Rules & Policies

DIN ISO standards 9241-110, design laws, golden rules for UX and UI design, 10 usability heuristics, Hick's and Fitts' law

Practice: Research and document UX design principles

UX Careers

UX career paths, skills, and specializations in the UX field (UX researcher, UX strategist, content design specialist, and interaction designer), organizational forms of design teams, job applications

Practice: Get to know your strengths and weaknesses by conducting a self-assessment

Case Studies

Effects of UX design, case studies Airbnb, New York Times, and WHO

Practice: Learn to communicate the value of your work as a UX designer

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Module 2 – RESEARCH, ANALYSIS & TESTING

Getting to Why: Applying Design Thinking and Empathy

The role of empathy, designer mindset, and design thinking

Practice: Create a mind map and use the How-Might-We technique to define research goals

Research Methodology & Methods

User research methods and definitions, methods of user evaluation, prototyping, and user research challenges

Practice: Develop a proposal for research plan and define audience characteristics

Research Planning

Research goals, roles & teams, communication practices, research plan preparation, ethics & bias

Practice: Create a research plan

User Interviews

Types of interviews, guided and structured interviews, ethnographic field research, establishing interview goals

Practice: Prepare and conduct an interview

(Desk Research) Competitive Research & Blue Ocean

Effects of UX design, case studies Airbnb, New York Times, and WHO

Practice: Define competitive forces

Data Analysis & Synthesis

Process, data collection, data processing, data synthesis, data reporting

Practice: Analyze and refine your collected data

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Evaluative Research

First click testing, A/B testing, usability lab, remote testing, Mouse-Tracking, Eye-Tracking, Think Aloud

Practice: Conduct a product analysis of competitive websites

Personas & Empathy Maps

Personas, empathy maps, proto personas, buyer personas, brand and marketing customer profiles, brand archetypes

Practice: Create a persona

Customer Journey & Experience Maps

Customer journey, user experience & journey maps, stakeholders

Practice: Create a customer journey

User Scenarios

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

Practice: Develop a user scenario

Final Insights

Insight generation, insight definition, best practices, performance metrics, research executive summaries, full process report

Practice: Finalize your research report and insights generation

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Module 3 - STRATEGY, REQUIREMENTS & PLANNING

Product Strategy

Product vision, UX strategy & product strategy, value proposition

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

Agile UX & Lean UX

Agile methodology, Lean UX Process, principles & outcomes, Lean UX vs. Agile UX

Practice: Create a lean UX canvas

Product Scope

Defining scope, feature prioritization, MVP & MMP

Practice: Identify the MVP and MMP

Backlog: User Stories & Feature Definition

Product feature definition, product backlog, user stories, prioritizing requirements, user story mapping

Practice: Create a user story

Content Strategy

Sources and types of content, personas, content audit & inventory, content strategy, content lifecycle

Practice: Develop a content strategy

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Agile Iterations & Design Sprints

Iterations defined, planning, conducting and taking action

Practice: Create a design sprint proposal

Stakeholder Management

Stakeholder management, stakeholder management plan, development of stakeholder strategy, results & deliverables

Practice: Develop a stakeholder map

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Module 4 – CONTENT, STRUCTURES & PROCESSES

Information Architecture & Sitemap

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

Practice: Create a sitemap

Organizational Structures & Schemes

Hierarchical structures, sequential structures, matrix structures, database structures, organizational schemes, card sorting, and category development

Practice: Practice card sorting and develop labels and categories

Navigation & Wayfinding

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

Practice: Research navigational concepts and design a navigation

Search & Search Results

Search systems, search patterns, filter patterns, sorting, search results, unseen search components, LLM & AI

Practice: Research and evaluate concepts for search and filtering and create your own

Content Management: Content Authoring, Metadata, and Integrating with IA & UX

Key definitions of content authoring & UX, metadata, content tagging, controlled vocabulary, accessibility compliance, and multilingual support

Practice: Create a RACI matrix

Process & Flows

Types of user flows and Diagrams (simple flowchart, wireflow, screen map display), cores & paths

Practice: Create a task flow

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Module 5 – INFORMATION & INTERACTION DESIGN

Prototyping: Sketches, Wireframes and Clickables

Visual thinking, UX designer's role in ideation, prototyping, low-fidelity, medium-fidelity and high-fidelity prototyping

Practice: Create UI sketches with the Crazy Eight Method or start with a Wireframe Kit

UX Design Patterns

Design patterns, common interaction patterns, design pattern outcomes, defining design pattern, maintenance and evolution of design patterns

Practice: Convert your wireframes into interactive, clickable prototypes with Figma

Messaging & Notifications

Messaging & notification definitions, push notifications, in-app notifications, user-generated notifications

Practice: Create a messaging and notification strategy

Conversational Design

Emergence and value of conversational design, conversational opportunities, designing the conversation, conversational user intent

Practice: Create a framework for a conversational interface

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Mobile First Design

Web-Apps, native apps, Mobile First Design, Mobile First Design principles, and patterns

Practice: Create mobile app wireframes and a wireflow

Design for Accessibility

Understanding accessibility in interaction design, disabilities impact on interaction design, key principles of design for accessibility, best practices

Practice: Conduct an accessibility analysis and create recommendations

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Module 6 – USER INTERFACE DESIGN & VISUAL DESIGN

Visual Elements & Moodboards

Brand identity, design methodologies & deliverables, moodboards, stakeholders

Practice: Establish different moods for your visual design

Color

Color theory, Color Wheel, Color properties, gradients, light & shadow, color selection, color tools

Practice: Create color palettes for your moodboard

Typography

Typography, fonts, font libraries & access, text formatting

Practice: Enrich your moodboards by establishing primary and secondary typography

Image & Graphic Elements

Image elements, photos, illustrations, moving images, graphic elements, buttons, icons, form elements, Skeuomorphic versus Flat Design

Practice: Establish the visual direction of your project

Navigation & Feedback

Navigation, navigation on smartphones, feedback, notifications, animations & transitions

Practice: Design a responsive navigation and notifications

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Microinteractions & Invisible Elements

Unseen interfaces, designing microinteractions, voice, speech, haptics, vibration patterns, sound design, voice & speech interfaces

Practice: Create screen designs for selected parts of your site

Design Identity: Style Guides & Design Systems

Style Guides, Digital Style Guides, Style Tiles, Design Systems, design principles, UI patterns, component libraries, Atomic Design

Practice: Capture the concept for your visual design concept in the form of a style tile

Design Systems: Creation, Management & Audit

Design System documentation, Code Snippets, cross-departmental alignment & workflows, Design System Audit

Practice: Document components in a design system

UI/UX Trends

Cultural shifts (inclusion, diversity & privacy, Social Media and influencer), technological shifts (AI & LLMs, voice), industry-specific trends, new products, new interaction paradigms (VR, AR), interaction & visual language trends, UI trends

Practice: Conduct trend research and find examples of successful implementation of these trends

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Module 7 – PRODUCT LAUNCH

Organizational Design & Development Team

Software organizational design, start-up enterprises, emerging enterprises, established enterprises, product launch roles, product development teams

Practice: Define behavioral and attitudinal metrics for the project, compose an agile scrum team and define its goals

Product Lifecycle Management

Product lifecycle management and goals, stages, project initiation, release planning, estimation, and product roadmap

Practice: Create of a story map

Development SCRUM Process

Scrum basics, values, mindset, and processes, sprint planning, tools & processes

Practice: Implement a SCRUM process

Concept Delivery & Design Artifacts

Concept delivery & artifacts, understanding user behavior, understanding collaborative activities, understanding artifacts, generation of alternative ideas, evaluation of features

Practice: Reflect on your work by documenting it in your process book

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Product Launch Strategy

Importance of launch strategy, types, strategy components, measurements & ROI, product positioning process

Practice: Create a comprehensive product launch strategy

Successful Product Leadership

Organizational design, leadership values, successful product development environment

Practice: Develop a team manifesto

Product Roadmapping

Project, technology, and strategy roadmaps, roadmap definition process, and best practices

Practice: Develop a product roadmap for product launch

Module 8 – CAPSTONE PROJECT

In a capstone project, you will apply all the skills you learned in the course and demonstrate them through a presentation to your mentor. You will develop your own project based on the acquired knowledge and apply the techniques learned in practice.

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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



INTERACTION DESIGN
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