

5th Edition

UX/UI Design Crash Course

5 Weeks | February 19th, 2024 - March 21st, 2024

Live sessions: MON & THU, 18:00-20:30/21:00 CET
+ Self-paced Self Study & Project Work

Project-Based

ONLINE + OPTIONAL CAMPUS ACCESS



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What is it about?



This 5-week, part-time UX/UI Design Online Crash Course will give you the knowledge and mindset to integrate UX into your next projects, as well as open professional doors as you acquire one of 2024's most in-demand skills.

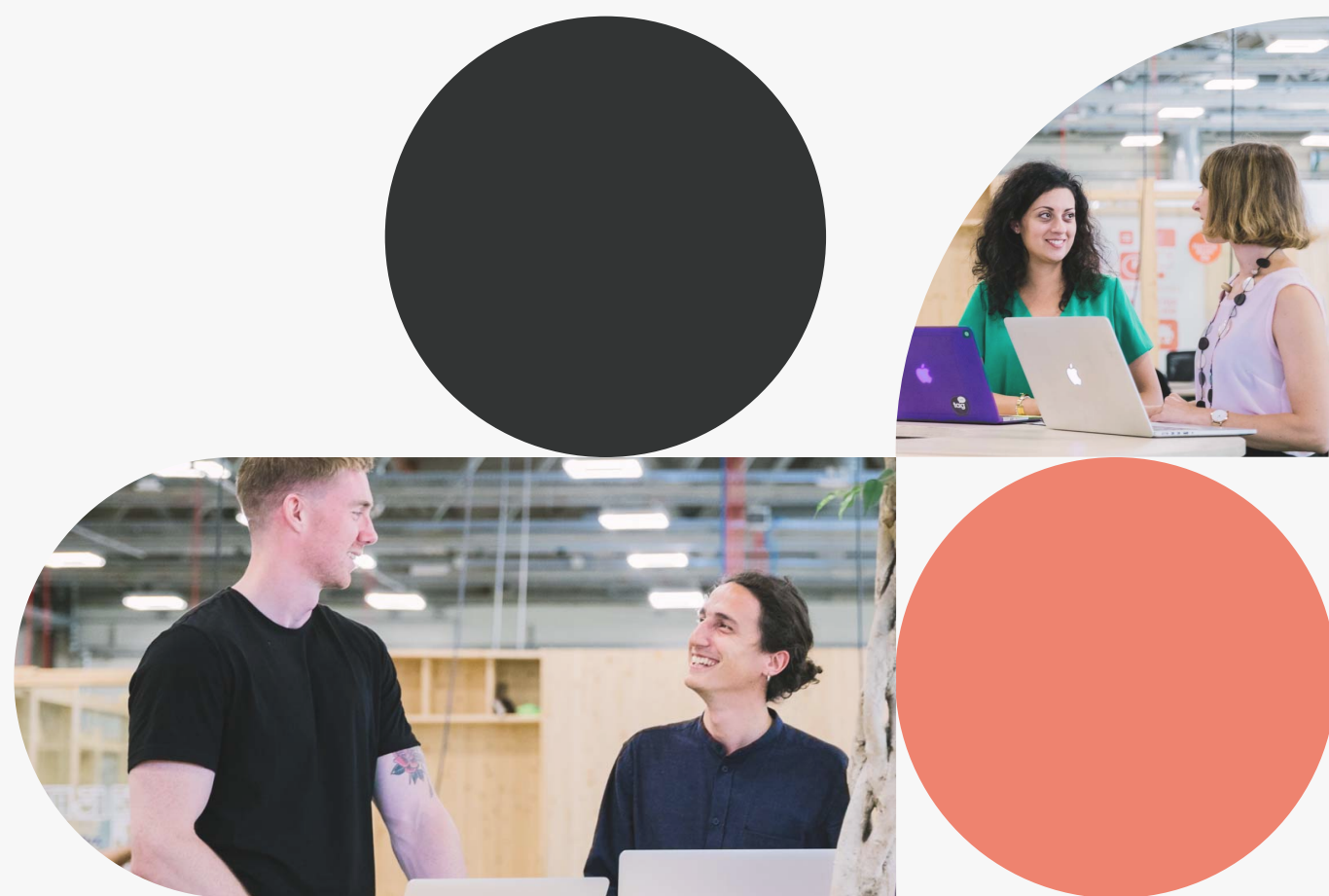
No matter your professional background, UX/UI Design is a versatile skill set that will support you in reaching new levels of success. Adding it to your CV is guaranteed to bring new opportunities in anywhere from graphic design to sales, marketing to web development and beyond.

Our course is a **flexible, interactive and project-based program** that combines **self-paced self-study** (4 hours per week) with **practical live sessions led by experienced industry experts** (5-6 hours per week) and **individual project work** (3-5 hours per week).

With an additional **one-on-one mentoring session with one of the experts**, we cover every student's individual needs.

We enrich the online learning experience that can be followed from everywhere with **unlimited access to our campuses** for the period of the course - meet our community members, join events and grow your professional network.

Why should you participate?



With the acceleration of technology and digitization, the **user experience of digital products becomes more and more important**. That's why companies are searching for professionals with solid UX skills to create, market and sell the next generation of websites, apps and services.

After this live online learning experience, **you'll not only understand the whole UX process** - from user research, requirements analysis, idea generation and product definition to prototyping, UI design and usability testing - but **you will also know how to apply your new skills to a project**.

Planning human-centred design processes that consider the why, what and how of product usage and digital experiences will be part of your professional toolbox. Knowing your target audience will be key and conducting research to gain insights into its tastes and pain points will be your fuel to **creating smoother experiences that balance user needs with business objectives**.

Learning outcomes

At the end of the course, you will be able to:

Understand the definition of user experience and the competitive value of working with UX

Understand and apply the design process

Know the difference between UX, UI and usability

Be able to boost your team by facilitating idea generation and offering constructive criticism

Understand how to organise, execute and analyse qualitative and quantitative user research

Be able to create personas and their customer journeys to define a product vision

Understand how to generate then refine ideas to create a product/service definition

Understand the importance of requirements engineering within the usability life cycle

Understand design basics, as well as UI and interaction principles

Know how to design a testable prototype with different techniques and tools like Figma

Know how to test a prototype in an agile way

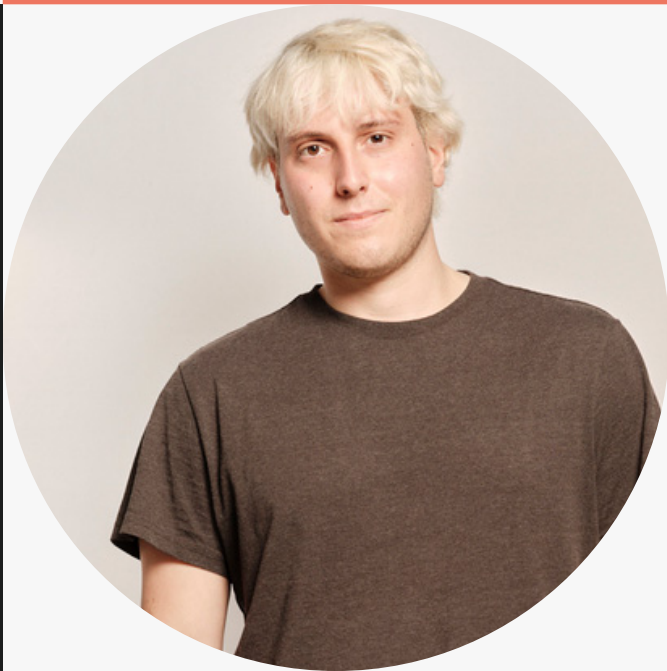
Understand how UX designers work in different organisations

Understand the UX industry, trends, culture and roles

Add your personal UX Design project to your portfolio, on which you applied the whole UX process during the course



Who is it for?



This course is for design-oriented professionals who want to advance their careers with UX/UI design skills or wish to strengthen their already existing basic skills.

As this is a beginner's course, **pre-knowledge in or previous experience with UX/UI is not required.** We are looking for people with empathy, a passion for design and some aesthetic sensibility.

To get the best learning outcome in these 5 weeks, you should be able to **dedicate at least 12 hours per week** to all the activities of the course.

Please note that the program is in **English**, so a proficient knowledge of the language is a requirement.

Learn from the best

Meet our experts. Our faculty members are professionals with many years of UX work experience at high-level companies.



Teacher

Alberto Andreetto

Lead Interaction Designer @ Sketchin



Teacher

Erika Lauro

Freelance Strategic and Product Designer (UX) @ xBabbel,
xFlaconi xZalando SE, Design Coach & Mentor



How you will learn

- **Flexible and Interactive Format**

With the combination of practical self-study materials and live practice sessions, we offer you flexibility and interactivity at the same time. The self-study lessons can be done within a certain time frame according to your availability and preferences, while the live sessions with the experts and classmates guarantee an engaging environment - because we know that people achieve better learning outcomes when they are in social contexts. We will also provide recordings of the live sessions, in case you miss one.
- **Project-Based Learning**

During this course, you will apply your newly acquired skills to a project assigned from the very beginning. You will work towards milestones and get feedback from the experts. With this method, we close the gap between the classroom and the real world. You will present your project in the last week of the course and be able to add it to your portfolio.
- **Campus Access**

As a participant of this program, you will be granted free access to our Talent Garden campuses for the whole period of the course. Drop by to study, follow the live sessions, work together with your colleagues on the project or join events whenever you want, there are no access limitations to specific days or times. This way, we enrich your online learning experience with some optional physical touchpoints.
- **Collaboration & Peer-to-Peer Growth**

Your time with us is an opportunity to learn from others, as well as to connect with future business partners and friends. Throughout the live sessions, you will work with your classmates on exercises where you will be continuously encouraged to provide constructive criticism and feedback.
- **Limited Group Size & Dedicated Learning Manager**

We care about each individual, so we have a maximum number of 30 participants in the course to ensure a high-quality education that meets everyone's needs. Each class has a dedicated Learning Manager who will take care of the participants and their learning journey.
- **Networking Opportunities**

Talent Garden is not only a place to learn, it's also a place to make meaningful connections. Our campuses are full of interesting and like-minded people - during and also after the course as alumni you are invited to join our online and on-site events and meet the members of our community to grow your professional network.
- **Individual 1:1 Mentoring Session**

Each student can schedule a one-on-one mentoring session with an expert of their choice to ask in-depth questions about specific topics or to get more detailed feedback on the project. With this initiative, we want to meet every student's individual needs. You can purchase additional mentoring sessions upon demand.

Calendar & content

Module 1	Introduction to User Experience and the Human-Centered Design Process	Mon	Feb. 19	18:00-20:30	Module 6	Advanced Prototyping	Thu	Mar. 7	18:00-20:30
Module 2	User Research: Define the Problem and Empathise with People	Thu	Feb. 22	18:00-21:00	Module 7	UX Validation and Testing	Mon	Mar. 11	18:00-20:30
Module 3	Idea Generation and Customer Journey	Mon	Feb. 26	18:00-21:00	Module 8	UX Management	Thu	Mar. 14	18:00-20:30
Module 4	User Interface (UI) and Interaction Design	Thu	Feb. 29	18:00-21:00	Project	Project Presentations 1/2*	Wed	Mar. 20	18:00-20:30
Module 5	Prototyping Basics	Mon	Mar. 4	18:00-20:30	Project	Project Presentations 2/2*	Thu	Mar. 21	18:00-20:30

*There are two slots for the presentations of the project. You have to attend one of them, the other one is optional. They are taking place on Wednesday and Thursday of the last week.

Module 1

Introduction to User Experience and the Human-Centered Design Process

After this module, you will understand the definition of user experience and the competitive value of working on UX, as well as the difference between UX, UI and usability. You will also be familiar with the different UX Design processes. Furthermore, you will learn about the project you will be working on during the course and conduct some first desk research.

Content

- What is an experience and why positive experiences matter
- What is UX design and why is it important (the value of UX)
- Key differences between usability, user experience and user interface (UI)
- UX Design processes (Double Diamond, Design Thinking, Human-centric design)
- Primary Research vs. Secondary Research
- Desk research methods
- Project launch

Programs, Tools and Methods

Double Diamond process, Design Thinking process, Human-centric design process, desk research methods

Module 2

User Research: Define the Problem and Empathise with People

After this module, you will know various qualitative and quantitative user research methods and when to use them. You will understand the research process and how to create a research brief. You will learn user interviewing tricks and know how to write an interview script to conduct user interviews. You will also learn how to create How-Might-We Questions to turn the insights from the research into opportunities.

Content

- Objectives of the user research phase
- Qualitative and quantitative user research methods
- Research brief: How to plan a research
- How to plan and conduct user interviews
- How to turn insights into opportunities with How-Might-We (HMW) Questions

Programs, Tools and Methods

Qualitative & quantitative research methods, user interviews, How-Might-We Questions

Module 3

Idea Generation and Customer Journey

In this module, you will learn how to choose and use idea generation tools to move from problems/insights to solutions. You will know the different kind of flows and why they are essential for designing a product or service. You will understand what the elements of a customer experience map are and be able to create one.

Content

- How to move from problems/insights to solutions
- Which tools to use for idea generation (Crazy 8, Lotus, Round Robin and Rip&Mix)
- Different kind of flows (Customer Journey, Experience Map, User Journey, Service Blueprints) and why are they essential
- The elements of a customer experience map

Programs, Tools and Methods

Idea generation tools, Customer Journey Map

Module 4

User Interface (UI) and Interaction Design

This module teaches design basics, as well as UI and interaction principles. After being introduced to Figma, you will be able to perform basic functionalities like setting up wireframes and a typography system. You will understand why we use wireframes in the design process and what the difference between wireframe, mockup and user flow is. You will also be able to create different levels of user flows.

Content

- UI basics: Navigation, orientation, interaction patterns
- User flows
- Introduction to Figma
- Grids and vertical rhythm in an interface
- Typography
- Wireframes & Mockups

Programs, Tools and Methods

Figma, user flows, wireframes

Module 5

Prototyping Basics

After this module, you will have an overview of different prototyping tools and will know how to choose one. You will learn how to set up and use a library, as well as how to create a wireframe in Figma. You will know how to use constraints and auto layout in a prototype.

Content

- Prototyping tool overview & how to choose one
- The library concept and how to use it
- Set up a library, constraints and auto layout
- Create a wireframe in Figma

Programs, Tools and Methods

Figma, wireframes

Module 6

Advanced Prototyping

In this module, you will understand the reasons for prototyping and know different techniques and fidelities of prototypes. You will learn how to connect and animate screens in Figma and how to create a working prototype ready for testing.

Content

- Why do we prototype?
- Techniques of prototyping (from paper to service)
- The concept of fidelity in prototypes (paper, lo-fi, hi-fi) and its purpose
- Transitions & animations
- Variants and auto layout
- How to create a working prototype

Programs, Tools and Methods

Figma, mockups

Module 7

UX Validation and Testing

After this module, you will understand the definition of usability and how to evaluate it. You will be familiar with various validation techniques and know when and how to use them. You will also learn how to prepare, conduct and analyse a usability test for a prototype.

Content

- Objectives of the validation and testing phase
- Conceptual validation: Sacrificial concepts
- Information architecture validation: Card Sorting + Tree testing
- Performance Validation: A/B Testing, Crowd Testing
- Experience and interaction validation: Usability Testing
- How to write a tasklist and how to conduct a usability test

Programs, Tools and Methods

Usability Testing

Module 8

UX Management

After this module, you will understand what UX Management means. You will know how to assess the UX Maturity of a company and which actions to take to increase the maturity depending on the stage. You will be familiar with the differences between UX Design roles and be able to analyse which role you see yourself in. You will understand how design teams are organised and learn the basics of Ritual Design. You will know how to execute a retrospective exercise for reflection.

Content

- What is UX Management
- UX Maturity and how to measure it
- Differences between UX Design roles (UX Designer, UI Designer, UX Researcher etc.)
- Intro of Design Ops & organization of design teams
- Introduction to Ritual Design & retrospective techniques

Programs, Tools and Methods

Sailboat retrospective

Your typical week

FLEXIBLE, BEFORE THE LIVE SESSION

Self Study

To make the most of your time in the live session with the teacher, we provide you with self study material for each module, which covers the main concepts. You go through the material on our learning platform before the live session, so you can then focus on discussions and practical exercises in the classroom. When exactly you go through the material is up to your preferences and availability, you always have a few days time for it. Going through the self study for one module will take around 2 hours.

MONDAY & THURSDAY*, 18:00 - 20:30/21:00

Live Session

Twice a week you will have a 2,5-hour (for 3 modules 3-hour) live, interactive teaching session with one of our experienced teachers and your colleagues. The teacher will start by discussing the self-study material, which you went through independently before the class. Then you will apply the tools, methods etc. to practical exercises or your project.

The live sessions are being recorded in case you miss one, so you can watch it later.

*Please note that some sessions might take place on other weekdays because of holidays. The project presentations in the last week might also take place on different weekdays.

Infos and pricing

1.580€ incl. VAT

Eventual discounts can be applied.
Stay updated on our website.

COURSE FEE INCLUDES:

- Live sessions guided by experienced UX experts
- Personal project to apply your new skills and boost your portfolio
- An individual 1-hour mentoring session with one of the experts
- Unlimited access to the Talent Garden campuses during the course
- Access to our learning platform and self study material created by our experts
- Certificate after successful completion
- Access to alumni community
- Small group size to guarantee a high-quality education
- Discounts on other Talent Garden offers
- Access to exclusive networking and community events
- A dedicated Learning Manager responsible for your learning journey

WHAT YOU NEED TO BRING TO CLASS

With your laptop, a good internet connection, motivation to learn and a passion for UX, you are ready to go!

START

MON, February 19th

END

THU, March 21st

DURATION

5 weeks

TIME COMMITMENT

12-15 hours per week (4h self study, 5-6h live sessions, 3-5h project work)

MODE

100% online + optional campus access

LANGUAGE

English

ATTENDANCE

All the activities of the program are mandatory.

You must attend at least 80% of the sessions to successfully complete the course.

CERTIFICATE

You will receive a digital certificate at the end of the course, which you can directly add to your LinkedIn profile.

How to enroll

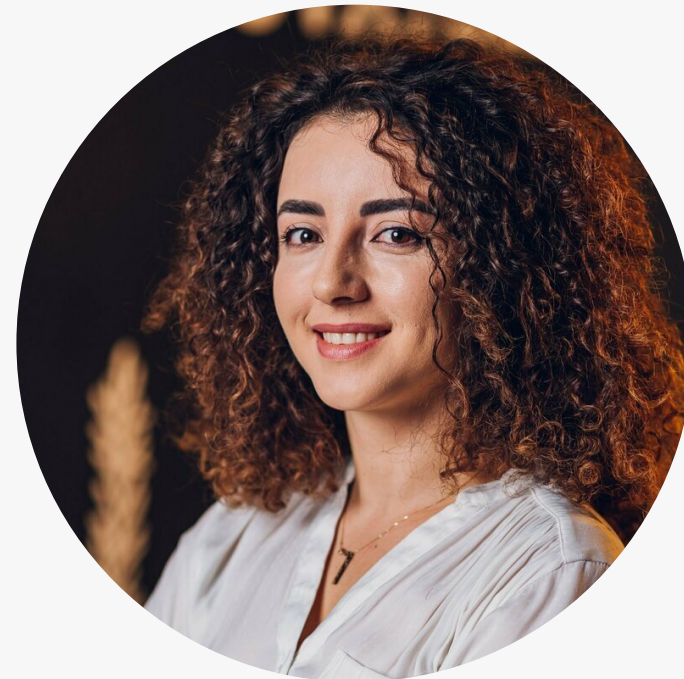
- 1 You can directly book your seat through our website.

[ENROL NOW](#)

- 2 Optional: You can schedule an informative call with our Orientation & Admission Specialist if you have questions or doubts about the program.

[SCHEDULE CALL](#)

Our team



Orientation & Admission Specialist

Olta Sinanaj

Do you wonder if this is the right path for you? Do you have some questions before applying? Get in touch with Olta Sinanaj, the Orientation & Admission Specialist at Talent Garden Innovation School. She will help you find out if this is the right course for you by answering all your questions and guide you through the application process. If you want to know more about the scholarships, AMS funding, the partner bank offer or the Bootcamp in general, contact Olta.

Email: olta.sinanaj@talentgarden.com



Learning Program Manager

Nathalie Köck

As Learning Program Manager, Nathalie is responsible for the design and the overall organisation of this course and your main contact person. In her day-to-day activities, she is in constant exchange with all the stakeholders involved in this program, including the faculty, guest speakers and partner companies, and most importantly you, to make sure you enjoy your learning experience at Talent Garden.

Email: nathalie.koeck@talentgarden.com

What our alumni say

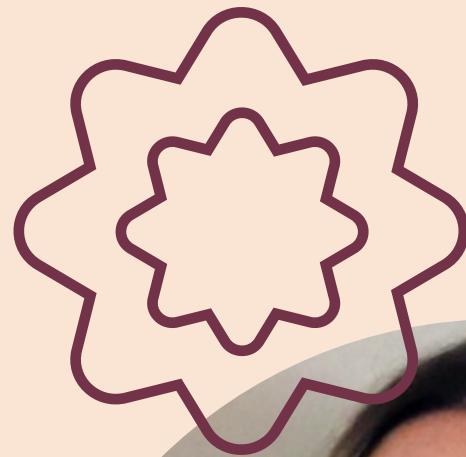


The UX Design Course is a perfect balance between theory and practice. Thanks to the expertise of the teachers, who are real professionals, you will understand the meaning of UX and apply your knowledge to a project. Do you want to learn some skills for one of the most required jobs? Then the course is the right choice for you!

Giulia Ferrari

Business Analyst (Alumna of UX Design Course 2021)

What our alumni say



The UX Design Online Program was an amazing experience and I learnt and improved my knowledge so much thanks to this program! I'm really happy to have chosen this course especially for the real connections I established with amazing people. I'm very proud to be part of this special community!

Monia Orioli

Product Designer (Alumna of UX Design Course 2021)

What our alumni say



The UX/UI Design Program was definitely an amazing introduction to the field. In just a few weeks I was able to learn the basics, start prototyping and came out with a project that I am truly proud of. I would recommend this course to anyone who's interested in learning about UX/UI.

Daniela Treviño

Sales Engineer (Alumna of UX Design Course 2022)

FAQ

Frequently Asked Questions

Will the live sessions be recorded?

Yes, the live sessions will be recorded for future references but in order to receive your certificate at the end of the program, you need to attend 80% of the sessions.

Will I be able to work as a UX/UI Designer at the end of the program?

At the end of the program, you will have a very solid grasp of UX/UI Design and be able to transfer the knowledge to different fields. If you have a background in Graphic Design, this program can be the bridge between you and your future career in UX/UI Design. If you want to fully switch to this field from a non-related background, we suggest to enrol in our 15-weeks UX Design Full-time Bootcamp.

How many hours per week should I dedicate to this program?

Each week you should dedicate 4 hours for the self study, 5-6 hours for the live sessions (on Mondays and Thursdays) and approx. 3-5 hours for your individual project - so around 12-15 hours in total. With this weekly time investment, it is possible to get a good understanding of the UX field in only 5 weeks. If you can dedicate some extra hours for the project work, you can get even more out of it!

What does “optional campus access” mean?

While you are a student in this program, you can access our coworking spaces to work or study remotely. Is there a campus near you? You can find out on the Talent Garden website.

Will I work on a project during this course?

Yes, you will work individually on a pre-defined project to apply everything you learn. You will present it at the end of the course and you can add it to your portfolio to showcase your newly acquired skills.

After the payment, how will I access the program?

You will be contacted by the Learning Manager approx. two weeks before the start of the program. You will timely receive the access information to the learning platform and all the tools needed for this course.

If I have questions before being contacted by the Learning Manager, who do I refer to?

Feel free to reach out to the Orientation & Admission Specialist Olta Sinanaj:
olta.sinanaj@talentgarden.com

About Talent Garden

Digital and tech professionals in our community

4.500

Trained students

3.200

Events dedicated to innovation

1.700

Campus

18

Countries

7

Talent Garden Group establishes itself as the **largest European operator in digital education** in terms of size and geographical presence. It offers highly professionalizing training paths to support job placement and foster professional growth by acquiring the digital skills most in demand on the market.

With its fast-paced, intense and practical trainings, it educates professionals on strategic macro areas such as **business, design, data, marketing and coding**.

Where you looking for something else?

You prefer an on-site course? You want to go more in depth with the topics, because you want to switch your career to UX Design and you are available full-time? Then the UX/UI Design Crash Course might not be the best choice for you, but there is another chance to get into UX Design:

UX Design Full-time Bootcamp

The 15-week intensive project-based UX Design Full-time Bootcamp is set entirely in-person at the Talent Garden Campus in Vienna. With a small group size of max. 24 participants, you will be immersed in the world of User Experience Design and you will be ready to start your UX Design career with a Junior position or an internship afterwards, regardless of your prior education and work experience.

[I WOULD LIKE TO KNOW MORE](#)

Still not sure which path best meets your needs? Let our Orientation & Admission Specialist guide you!

Write to: olta.sinanaj@talentgarden.com



