

USER EXPERIENCE DESIGN

Designing a
better world, one
experience at a
time.

PROGRAM
FORMAT

AVAILABLE
SESSIONS

school of
continuing studies



Create the kind of user experiences that shape the way we live

User experiences have the power to change lives. Every minute you spend on a website or app is the product of countless hours of dedicated work, from research and wireframing through to prototyping. Design thinking is critical to ensure innovations in technology continue to put people first, and that products offer the type of user experience (UX) that affect real change in the world around us.

In fact, UX is so critical to the success of a product that 9/10 managers in the field say hiring User Experience Designers is a top priority. If you've ever looked at a website or app and said "I could have designed that better," here is your chance to prove it.

UX design is in the top 5 technical skills desired by employers

In our Certificate in User Experience (UX) Design, you'll learn to:

- Produce a portfolio of work that effectively applies UX best practices and processes to meet business needs across multiple industries and product types
- Evaluate and utilize relevant methodologies such as design thinking, participatory design, and the MoSCoW methodology
- Demonstrate best practices in visual design and system design
- Formulate user personas
- Explain how different design systems function and determine their appropriate usage
- Demonstrate cross-functional skills such as team work, communications, problem solving, active listening and storytelling
- ...and more

PROGRAM FEATURES

- Part-time format: Study online and enhance your learning with some weekends in-class
- Accelerated study: Finish in just 8 months
- Real-world projects: Put your learning into practice while building critical job skills
- Design Thinking: Learn and apply design thinking methodologies to solve UX problems
- Build a portfolio to show employers



Online



8 weekend
days in-class

Finish in 8 months

Take your skills beyond code.

- Blended
- Part-time schedule

Fall - September

Winter - January

contyu.ca/uxdesign

COURSES

Fundamentals of UX Design

The course will provide an overview of the tools, practices and disciplines involved in the practice and theory of user experience design (UXD). User experience design (UXD) is the theory and practice of designing an emergent experience by carefully selecting and synchronizing intersection points between a human experienter and a technological system. It will give an overview of the wide range of disciplines involved in the theory and practices of user experience design and explain their interactions. Fundamentals of UX design will give the learner the knowledge foundation needed to successfully complete the remaining three practical courses in this certificate program.

UX Design Research

In the course you will learn how to conduct, synthesize, and share qualitative research with design and product teams. We will tackle the differences between quantitative and qualitative research and cover a variety of common research methods used within product and agency environments. You'll gain hands on experience writing research plans, discussion guides, and conducting user interviews. We'll explore how to synthesize these findings, and develop themes and strategic direction that emerge from our data. We'll practice sharing these findings in a written and oral format.

Visual Design, Wireframing and Prototyping

This course covers the full spectrum of creating various wireframe fidelities, mocks and design validating artifacts. By using a collaborative approach, we will put into practice how to translate ideas and preliminary concepts into meaningful user interfaces to support business goals and user needs. You will familiarize yourself with fundamental principles and theories and gain hands-on experience with industry standards for visual design, interactive design, and usability testing methodologies. You will learn how to get participants' feedback from prototyping techniques to develop and leverage design solutions according to insights and collected data. You will also understand what a design system is and establish a strategy by cataloging design assets/components into a universal ecosystem.

Applied UX Design

The class will investigate the theoretical and practical aspects of innovation and how design tools and methods can be used to deploy a viable product/solution. Design processes and techniques will be studied in readings as well as put into practice in projects throughout the course. Students will be required to present articulate design concepts verbally as well as visually at a professional level. Students will be required to evaluate a product for customer insights, mechanical UX features, marketing context, and design aesthetics and present new concepts as realized through the design/innovation process. A final presentation will be made representing a high level of professional finish, including but not limited to drawings, marketing materials, sketch models, and finished solutions.

PROGRAM FEES

FORMAT	ONSITE INFO	LENGTH	FEES IN CAD \$
Blended	8 weekend days in class	8 months	\$4,396

Fees are subject to change. For the most current information please visit our website yorku.ca/continue

KEY PERKS

- Part-time format
- Accelerated study
- Real-world projects
- Build a portfolio to show employers

- Full-Stack Web Development

RELATED PROGRAMS

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