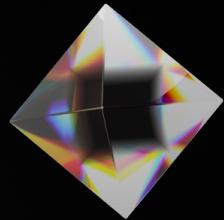


DzgnJam

Super 30 Inside

Design Education Reimagined!
[LIMITED EDITION]



"30 students are on a journey to master design knowledge, aiming for guaranteed placements with an average salary of over 4.5 LPA"

30 Intake

All 30 will be placed

Avg CTC >4.5 LPA

- ⓘ If not placed your entire money will be refunded, no question asked.

What's Included

12 Weeks
UX UI Cohort

Project
based learning

12 Modules
covered

1:1 Interview
preparation

Freelancing
workshop

Access DzgnJam
Events & Community

Super 30

₹30,000

ⓘ 2 Month EMI also available

Block your seat today!

Benefits

- Entire Money Back Guarantee If Not Placed
- Avg CTC offered > 4.5 LPA
- Lifetime Freelancing Guidance

PAYMENT PLANS

- Seat blocking + One time payment
- Seat blocking + EMI Option

TALK TO OUR COUNSELLOR

Call at - **8983016971**

DzgnJam®



**Learning that.
Gets you hired.**

Graduate from our design school job-ready, not just
with a degree or certificate.

About Us

DzgnJam is a top UI/UX design school started in 2023. We're all about helping people build careers in design. Our team of real product designers believes in teaching through hands-on practice, not just giving out certificates. We're proud that over 94% of our students find jobs after completing our bootcamps. We offer lifelong career support and connect our students with a community of designers. Our placement records are checked by auditors, and we're partnered with India's top 50 startups. We focus on practical learning and take full responsibility for our students' success.

Before you Start

We scientifically assess if UX/UI Design is the right career for you and guide you about realistic future prospects. We do this to ensure successful placements after the program.

Best Classes

Industry certified, portfolio focussed program conducted by UX/UI designers from the industry. Supported by an offline classes, Exclusive Mentors and Futuristic Technology like AI.

Placements

75% of our students attend at least 3 job interviews. 100+ companies have recruited DzgnJam students in the past years.



TRUSTED BY
**India's design
enthusiasts
2024**

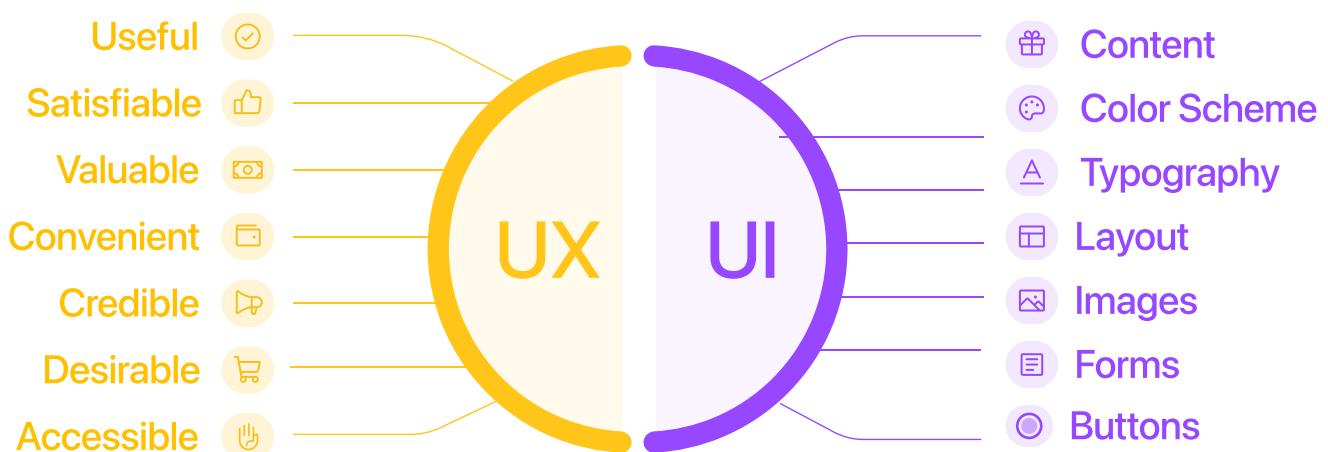
What is UI·UX Design

User Interface

UI design is more concerned with the visual element and interactive features of a product. It deals with the look and feel of the user interface, including the layout, colours, typography, and interactive elements that align with the overall UX goals. In simple terms, UI design is about making sure the product looks good and easy to interact with.

User Experience

UX design focus on creating the overall experience of user while interacting with a product or service. It involves user needs, behaviours and motivation to create a design that is intuitive, efficient and enjoyable. UX designer aim to design a smooth and satisfying user journey, ensuring they have a great time using the product and find value in it.



UI·UX design design Role and Career

Company recruits for following roles under UX/UI design.

UX designer

Designs the overall user experience. Conducts user research. Develops personas and user journeys. Designs wireframes and prototypes. Collaborates with business and UI design teams.

Interaction Designer

Specializes in creating interactive elements menus, buttons, navigation bars, sliders etc. Defines the interactive journey of the user. Explores new media like AR / VR / Animations.

Product Designer

Takes a holistic approach to develop products, considering both UX and UI Design aspects. Works on end to end product design; from concept to production. Collaborates across teams.

Usability Analyst

Expert in usability testing to evaluate the effectiveness of designs. Gathers feedback from users to improve design decisions. Analyzes data to identify areas for improvement.

UI·UX design design Role and Career

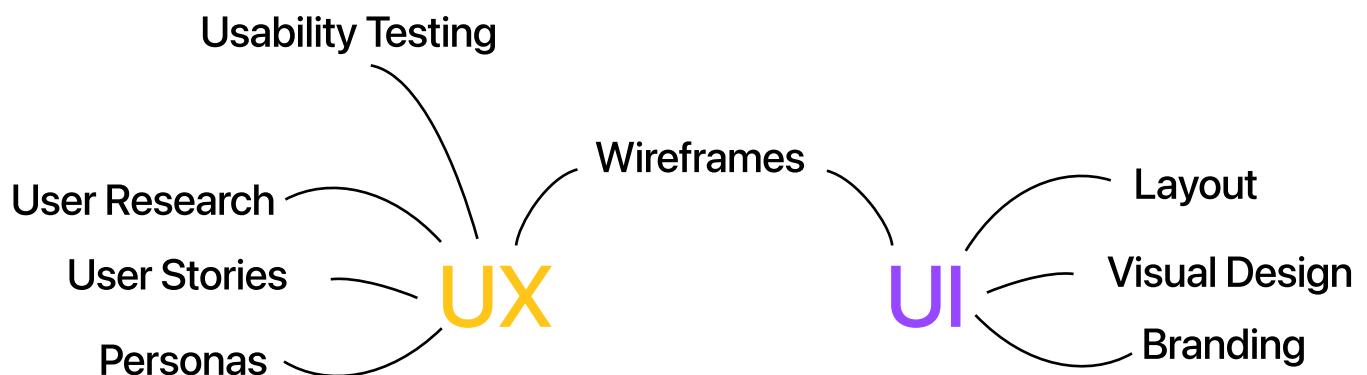
Company recruits for following roles under UX/UI design.

Information Architect

Structures and organizes content and information in the Apps and Websites. Designs navigation and information hierarchy. Ensures content is easy to access and understand.

Prototype Expert

Focuses on creating interactive prototypes for testing. Transforms wireframes into clickable models. Iterates on the design based on user feedback.



UI·UX design

Top Recruiters

Here is a list of top 120 companies in India under 12 different industry sectors that recruit UX / UI Designers

IT COMPANIES	TCS, Infosys, Wipro, LTI Mindtree, Tech Mahindra, Cognizant
CONSULTING FIRM	Accenture, KPMG, Deloitte, Capgemini, PwC, IBM
DIGITAL PRODUCT FIRMS	Google India, Microsoft India, Adobe India, Zoho, Oracle
E-COMMERCE COMPANIES	Google India, Microsoft India, Adobe India, Zoho, Oracle
ED-TECH COMPANIES	Vedantu, Unacademy, Byju, Simplilearn, Upgrad, Meritnation
FOOD & DELIVERY STARTUP	Ola, Uber India, Dunzo, Blinkit, Delhivery, Swiggy & Zomato
MEDIA & ENTERTAINMENT	Times Internet, Hotstar, Reliance Entertainment, Zee
GAMING COMPANIES	Electronic Arts, 99Games, Dream11, Ubisoft, Zapak
FINANCIAL SERVICES	PayTM, Phone Pe, Cred, Razorpay, Gpay, Acko, HDFC PayZapp
RETAIL COMPANIES	Aditya Birla, Shoppers Stop, Croma, Manyawar, Nature's Basket
CONSUMER GOODS	HUL, P&G, Nestle India, ITC, Colgate-Palmolive, Britannia
HEALTH & WELLNESS	Pharmeasy, FirstCry, Netmeds, Practo, Portea Medical, GoQii

UI·UX design

Salary Trends

Here's a general overview of the expected salary range for different UX/UI design roles in India. These figures are approximate and can vary based on factors such as experience, location, company size, industry, cost of living of the city, candidate's performance during the interview and quality of the portfolio.

ENTRY LEVEL

Candidates who have complete graduation and a professional course in UI/UX Design.

MID LEVEL

Candidates with 3-4 years experience in a design or information technology role, preferably related to UI/UX Design.

SENIOR LEVEL

Candidates who have completed 5-7 years in a UI/UX Role.

TYPE OF ROLE	ENTRY LEVEL	MID LEVEL	SENIOR LEVEL
UI Designer	4Lac - 6Lac	6Lac - 9Lac	9Lac & Above
UX Designer	4.5Lac - 6.5Lac	6.5Lac - 10Lac	10Lac & Above
Interaction Designer	5Lac - 7Lac	7Lac - 11Lac	11Lac & Above
Usability Analyst	5Lac - 7Lac	7Lac - 11Lac	11Lac & Above
Prototype Expert	5Lac - 7Lac	7Lac - 11Lac	11Lac & Above
Product Designer	6Lac - 8Lac	8Lac - 12Lac	12Lac & Above
Information Architect	6Lac - 8Lac	8Lac - 12Lac	12Lac & Above

UI·UX design

Why is it important?

User experience has a direct impact on revenue growth for a business. A good user experience encourages customers and visitors to stay on platforms longer. Here are some statistics about effect of UX/UI Design

What can a good UX/UI Design Do?

- On average, ₹1 invested in UX/UI Design returns ₹100, an impressive ROI of **100 Times**.
- A well designed user interface can increase your website / app conversion rate by up to 200%.
- 66% of customers are willing to pay more for a great experience on the website or app.
- 72% of customers will tell at least 6 other people about their good experience using a website or app.
- 94% of users' first impression of a website or app interface are solely based on its design.
- 70% of e-commerce purchases are abandoned by customers due to poor UX/UI Design.
- 88% of online customers are unlikely to return to a website or app after having a poor user experience.
- 90% of users reported dropping an App altogether because of the poor user experience and design.
- 70% of online businesses fail because of how their digital interfaces have been designed and implemented.
- 13% of customers who have a negative experience will share it with at least 15 other people.

UI·UX design Industry Facts

The UI/UX Design industry in India has witnessed remarkable growth in recent years, mainly due to digital transformation sweeping across the nation.

CXOToday.com

According to a report by NASSCOM, The Indian UI/UX Design industry is expected to reach \$9 billion by 2025, growing at 20% every year. UI/UX Designers are required to meet this requirement .

Indibiz.gov.in

As per Nielsens India internet report 2023, India has 710 million active internet users and 450 million smartphone users. This is fueling.

Interaction-design.org

As per the US Bureau of Labor Statics, despite recent layoffs affecting workers in the tech industry, demand for skilled UX Designers will rise 23% annually till 2031.

Job portals/LinkedIn

There are 10,000+ job vacancies in India for UI/UX Design roles of today. UX Design #4 in LinkedIn's emerging jobs report; 96% Increase in UX Design recruitment since 2015

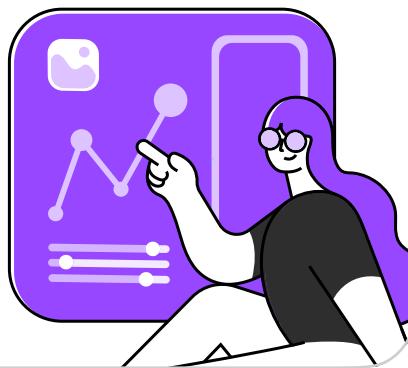
UI·UX design

Program overview

DzgnJam UX/UI Design Program is based on latest industry requirements and enables students to get a placement immediately after completing their program requirements.

Course Duration

12 Weeks



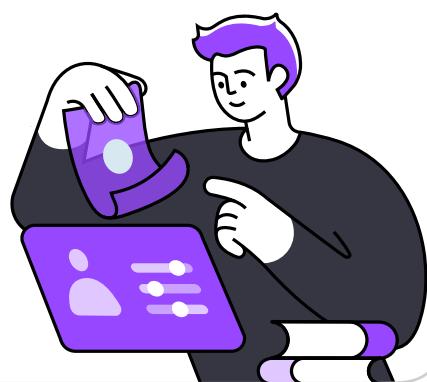
Balanced batch size

15-20 Students per Batch



Learning with Industry Experts

True Design Magicians



AI & Digital Tools

Figma, Figjam, Visily & Ulzard



UI·UX design

Program overview

Highlighted Points

- Portfolios of various sectors- Health, Travel, E-Learning, Banking
- Training on Resume building, mock interviews & entrepreneurship
- New Industry Standard Modules introduced
- Interview preparation, communication & soft skills training
- AI tools for UX UI like Mid-Journey, Chat GPT, Framer
- Support for placement at 100+ UX/UI companies and improve your skills with ongoing feedback
- Design assignments provided by Companies / MNCs
- Offline classes at Dzgnjam Learning

UI·UX design

Program overview

Skills you learn

ENTRY LEVEL

EMPATHY MAPPING

PERSONA

CUSTOMER JOURNEY MAP

CARD SORTING

USER FLOW

INFORMATION ARCHITECTURE

PROTOTYPE

WIREFRAME

DASHBOARD DESIGN

UI DESIGN

APPLE WATCH DESIGN

Mastering UI/UX design involves user research, wireframing, visual and interaction design, HCI principles, responsiveness, collaboration, and continuous learning to create engaging digital experiences.

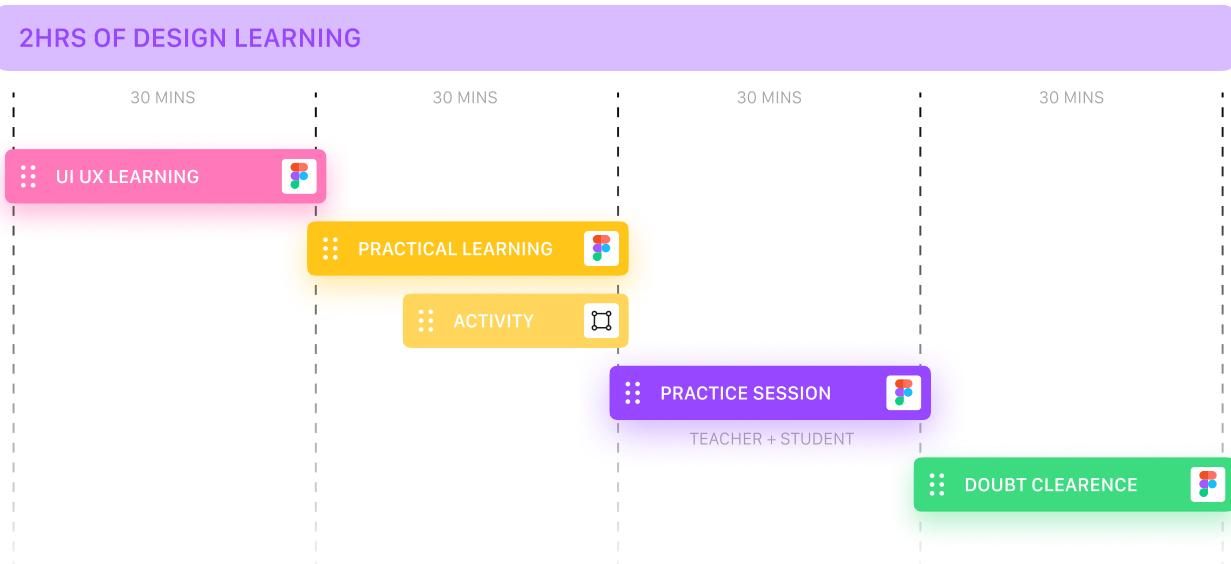
Best AI Tools for UI·UX Design

We are offering an advanced module on AI Tools for UX/UI Design. Students will receive hands-on learning with AI tools on a real life UX/UI design project. Students will learn Collaborative Research with the Data Science team and Understand AI tools such as Mid-journey, Chat GPT, Ulzard, Framer, FIGMA AI plugins to enhance productivity. This puts our students a step ahead of peers.



Portfolio Driven Approach

The infographic explains Dzgnjam Methodology. Through this method we ensure that students complete their professional portfolio with assignments in every session.



Instructor Led

Join our UI/UX Design Program where experienced mentors from Whatfix, Zetwerk, Scala, Zoho offer personalized help. They'll work closely with you to ensure you understand everything.

During the program, you'll have weekly check-ins and special sessions to improve your design skills. It's a tough 450-hour program, but it's worth it!

We're committed to your success and will support you every step of the way. Start your journey to becoming a great UI/UX designer with us!

Offline Classes



Placement Support & Record

We have developed recruitment associations with 100+ companies, who regularly recruit students from DzgnJam. We offer soft skills, communication training and interview preparation modules to all students. We organize mock interview for full time jobs as well as internships, for all students, who successfully complete the program requirements.

Above measures have led to a strong placement record. In 2023, our team placed students in full time jobs with an average salary of Rs 25,000 p.m. for fresher candidates and Rs 50,000 to Rs 1 lakh p.m. for candidates with industry experience.



UI·UX

Modules

INTRODUCTION UX

MODULE 1 FIRST WEEK

Introduction of UX

- Introduction
- Know your instructor
- Introduction to UI UX Design
- Exploring CX, UX
- Maslow's hierarchy
- Product service pyramid

Embarking on the Journey

MODULE 2 SECOND WEEK

- Building a team & Concepts
- Learning Business models
- Stakeholder Interviews
- Design Strategy
- Competitive Analysis
- Basic Introduction of Figma

Teams & Figma Introduction

MODULE 3 THIRD WEEK

- Team Concept presentation
- Introduction of Figma
- Qualitative & Quantitative user res...
- Qualitative research 1:1 Interview
- Interviewing & Building Rapport
- Documentation of Interview data

Planning & Defining

MODULE 4 FOURTH WEEK

- Creating Persona & Empathy map
- Journey map
- User flow & Task flow
- Information Architecture
- Introduction to Card sorting
- Low level & High level Card sorting

The start of Sketching

MODULE 5 FIFTH WEEK

- Wireframing
- Understanding Navigation System
- Low fidelity or Rapid wireframing
- Documenting low Fidelity wireframe
- Introduction to HIG & Material desi...
- Creating wireframes using iOS Gu...

Colors & Typography

MODULE 6 SIXTH WEEK

- Color Theory
- Typography
- Materials of Typography & Colors
- Mood board creation
- Creating components and Variants

Get, Set & Design

MODULE 7 SEVENTH WEEK

- Design System
- UI Replication & Practice
- UI Review

Android & iOS

MODULE 8 EIGHTH WEEK

- Understanding Android
- Understanding iOS
- Project Review

Introduction of Website

MODULE 9 NINETH WEEK

- Introducing Static & Dynamic web...
- Grid System
- Designing Responsive Website
- Website Review

Design Hand off

MODULE 10 TENTH WEEK

- Prototyping
- Auto Layout
- Developer hand off

Cloud Clearing

MODULE 11 ELEVENTH WEEK

- Q&A Session
- Portfolio Building
- Resume Creation

Saying Goodbyes..

MODULE 12 TWELFTH WEEK

- Portfolio Reviewing
- Mock Interviews
- Freelancing
- Certification

Program Certificate



Contact Us

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VISIT OUR WEBSITE FOR REGISTRATION

dzgnjam.com