

UI/UX Design Track: Comprehensive Program Overview



Equipping learners with a comprehensive understanding of the UI/UX design process, culminating in a professional responsive website or app prototype.

Presented by: your name

Core Topics Covered in the Program



Design Thinking & User Research

HUMAN-CENTERED APPROACH: Learn core design thinking methodologies to understand user needs deeply.

RESEARCH TECHNIQUES: Master user interviews, empathy mapping, and user journey creation.



Wireframing & Prototyping Tools

INDUSTRY STANDARDS: Gain proficiency in leading tools like Figma and Adobe XD.

INTERACTIVE DESIGN: Create low-fidelity wireframes and high-fidelity interactive prototypes.



Visual Design Principles

AESTHETIC FOUNDATION: Develop a strong understanding of color theory, typography, and visual hierarchy.

UI CRAFTSMANSHIP: Apply principles to create aesthetically pleasing and intuitive user interfaces.



Usability Testing & Feedback



Interaction Design &



Portfolio Project: Responsive

Phase 1: Foundational & Core Concepts

(Months 1 & 2)

Month 1

Online Module

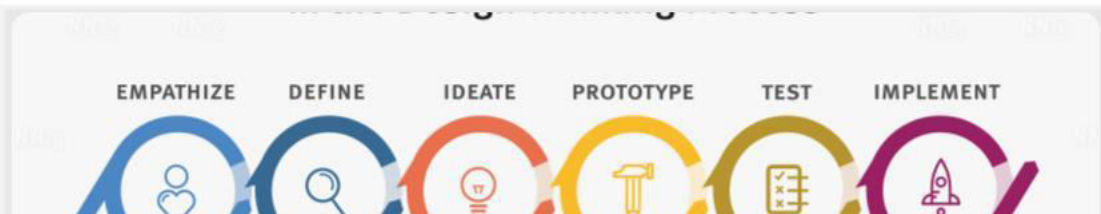


Month 1: Design Thinking & User Research

Foundations of User-Centric Design: Delve into human-centered design, emphasizing iterative problem-solving from a deep understanding of user needs.

Applied User Research: Master interviews, empathy maps, and personas to synthesize insights into actionable design problems.

Problem Definition & Ideation: Learn structured approaches for framing design problems and generating innovative solutions from raw research data.



Month 2

Online Module

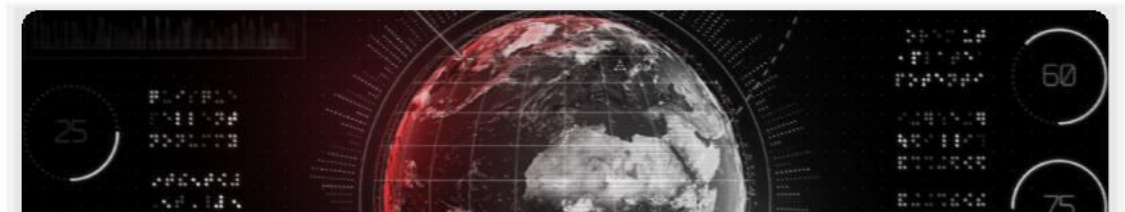


Month 2: Visual Design & Interaction

Aesthetic & Functional UI: Understand typography, color, and layout to craft intuitive interfaces where visual appeal meets usability.

Seamless Interactions: Explore user flows, engaging micro-interactions, and effective feedback mechanisms for enhanced user experience.

Accessibility & Inclusive Design: Gain critical knowledge of designing for diverse abilities, ensuring adherence to WCAG standards for universal usability.



Month 1: Design Thinking & User Research Deep Dive

Week 1: UI/UX & Design Thinking Foundations



Centered Design: Intro to philosophies and iterative

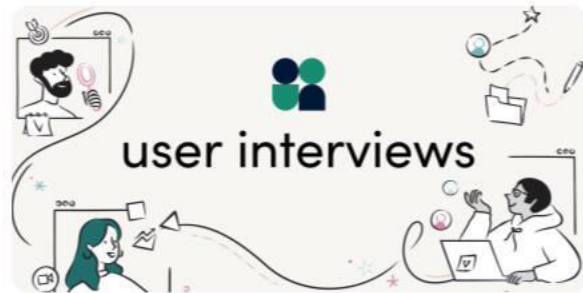
Design Thinking Framework: Empathize, Define, Ideate, Prototype, Test.

Context: Overview of the design landscape's role in product development.

Personal User-Centric Empathy

How to create a killer UX/UI portfolio

Week 2: User Research & Personas



Qualitative Research: Master user interviews, inquiry, and usability testing for deep insights.

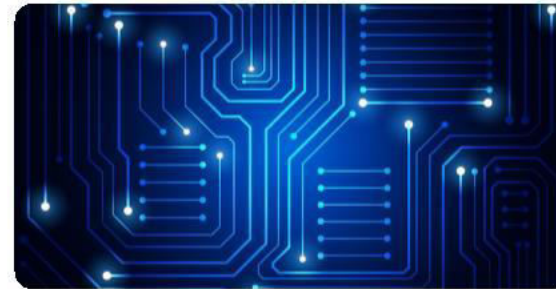
Quantitative Research: Understand surveys and analytics for broad data.

Persona Creation: Develop archetypal user profiles from research data.

Research Insight Generation Persona

Source: [10 UX/UI Design Portfolio Examples](#)

Week 3: Information Architecture & User Flow



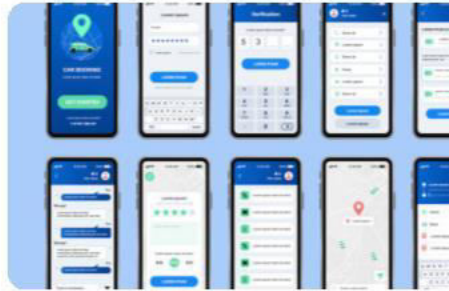
Content Organization: Principles of structuring and labeling content for findability.

Navigation Design: Strategies for creating intuitive navigation systems.

User Flow Mapping: Visualizing user paths to identify pain points and opportunities.

Structure Flow Organization

Week 4: Digital Wireframing & Prototyping



Wireframing Principles: Transition from sketches to low-fidelity layouts.

Prototyping in Figma: Hands-on experience creating interactive clickable prototypes.

Iterative Testing Prep: Preparing prototypes for early-stage user feedback.

Visualization Prototyping

Source: [Beginner Figma Tutorial](#)

Month 2: Visual Design & Interaction Mastery



Week 5: Visual Design Principles & UI Elements



- ✓ Delve into core visual design principles, including color theory, typography, visual hierarchy, and grid systems.
- ✓ Gain hands-on practice in designing fundamental UI components like buttons, input fields, and navigation menus.
- ✓ Explore modular design through UI kits and component libraries for efficient and scalable development.

Visual Hierarchy
Component Design

Typography



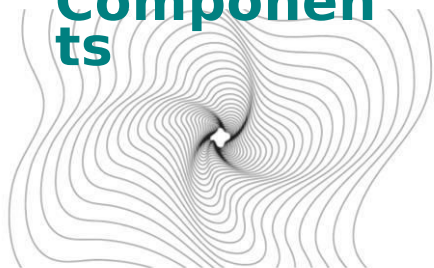
Week 6: High-Fidelity UI Design & Figma



Phase 2: Industry Immersion & Portfolio Project

(Month 3: Capstone Project & Career Readiness - Offline)

Core Portfolio Components



Your portfolio will meticulously showcase a diverse mix of assets spanning the entire UX design process, from foundational elements like concept sketches and wireframes to more complex deliverables such as interactive prototypes and refined design concepts that bring your ideas to life. It will also integrate usability testing insights to demonstrate data-driven design decisions and iterative refinement.

Wireframes

Case Studies

Prototypes

Research Insights

The Capstone Portfolio Project



This project is the pinnacle of the program, applying all acquired UI/UX skills and design thinking. It is a comprehensive, end-to-end responsive website or app prototype for a real design challenge. The emphasis is placed on identifying and solving user problems, conducting research, and executing impactful solutions. The project involves designing, prototyping, and documenting your project for presentation.

Holistic Application Design Thinking

Figma-centric

High-Fidelity

Career Readiness



This month provides focused, hands-on guidance to refine your portfolio and prepare for the job market. While you may have designed, but the crucial *how* of understanding what employers seek, including a strong visual identity and development strategies for the UX process, is emphasized. This involves presenting your projects to secure employment in the UI/UX industry.

Employability Industry Standards

Presentation Skills

Month 3: Capstone Project & Career Launchpad

Week
9

Week
10

Week
11

Week
12



Project Definition: Finalize scope, problem statement, and user goals.

Advanced Research: Conduct in-depth user interviews and competitive analysis.

Case Study Foundation: Develop detailed personas and start documentation.

Initiation Discover



Iteration Cycles: Evolve concepts from sketches to high-fidelity UI.

Advanced Figma Prototyping: Master complex interactions and Design System Application.

Consolidate components for efficiency.

Figma High-Fidelity



Test Execution: Plan and conduct comprehensive usability tests.

Feedback Synthesis: Analyze data to identify pain points and validate assumptions.

Post-Test Iteration: Implement critical design changes based on insights.

Validation Optimization



Case Studies: Finalize comprehensive case studies articulating your process and results.

Portfolio Curation: Build a professional online portfolio and refine branding.

Career Workshops: Prepare for interviews, branding, and networking.

Showcase Networking



Your Portfolio: The Ultimate Career Launchpad

Beyond Visuals: The Power of Narrative: A compelling UI/UX portfolio transcends mere aesthetics. It meticulously narrates your problem-solving journey, demonstrating not just the *what* but crucially the *how* and *why* behind your design decisions.

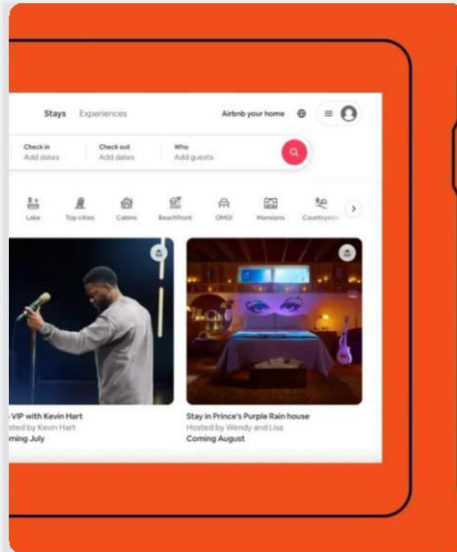
From Concept to Hire: The Direct Link: Your Capstone Project is designed to be the cornerstone of your portfolio, providing a tangible project that showcases your skills in design thinking, UI execution, and user validation—your direct ticket to converting skills into a successful career.

Key Outcomes & Career Readiness

✓ Your Tangible Outcomes: Portfolio & Process Mastery

High-Fidelity Responsive Prototype

You will develop a professional-grade, fully responsive website or application prototype, suitable for inclusion in your portfolio. This capstone project demonstrates your ability to transform complex ideas into intuitive, interactive digital experiences, showcasing your mastery of design tools like Figma to create smooth micro-interactions and realistic user flows.



End-to-End UI/UX Process Mastery

Gain comprehensive mastery of the entire UI/UX design process, from foundational user research and problem definition to ideation, detailed wireframing, visual design, interactive prototyping, and rigorous usability testing.

You will understand not just *what* to design, but *how* and *why* through iterative cycles of wireframes, prototypes, case studies, and testing insights—will be a key differentiator, demonstrating a holistic, human-

📁 Essential Career Launchpad Skills



Resume Building

Create an impactful resume that highlights your UI/UX skills, projects, and process effectively.



LinkedIn Optimization

Optimize your professional online presence to attract recruiters and expand your network.



Mock Interviews

Practice articulating your design process and project contributions with confidence.



Networking Strategies

Learn effective techniques to connect with industry professionals and uncover opportunities.



Presentation & Articulation

Develop the ability to compellingly present your work and rationale, a vital skill for success.

Thank You for Your Interest in Sapiens AI

We are excited to help you achieve your UI/UX design career goals.

Ready to Transform Your Career?

→ Explore more about our programs and success stories.

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