

Machinfy UI UX Design

MUUD



Website
www.machinfy.com



Introduction

UI/UX design focuses on creating visually appealing and user-friendly digital experiences. UI (User Interface) deals with the look and feel, while UX (User Experience) ensures smooth interactions and usability. A strong UI/UX design enhances engagement, improves usability, and helps businesses stay competitive by delivering seamless and efficient user experiences.



Vision & Mission

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Our Vision

The top-rated professional educational training provider in the Middle East and North Africa

Our Mission

Our mission is to enhance technical and professional skills, augmenting market capabilities with exceptional proficiency for individuals and corporations alike.

Accreditations

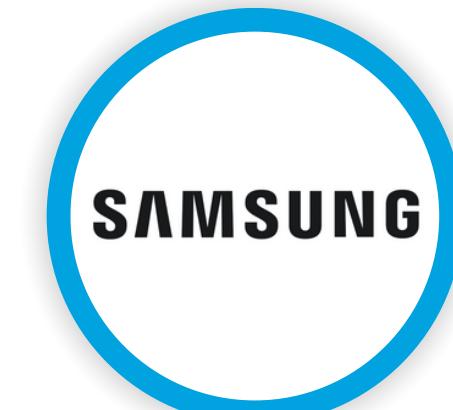
- Machinfy holds prestigious endorsements from ISO, IAF, EGAC, and ITIDA, reflecting our dedication to excellence and industry recognition.
- Delivering programs tailored to market needs with updated content, ensuring trainees achieve their goals in line with current labor market demands.
- Facilitating the connection of highly skilled graduates with leading companies in the market, aiding them in launching their careers successfully.





Success Partners

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Why Machinfy?

Machinfy Academy is the only training institution that combines real-world expertise from experienced trainers, personalized mentor support, immersive interview simulations, and exceptional after-sales services to ensure our students' success both during and after their learning journey.

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-  **Certified Academy**
-  **Updated Content**
-  **Mentor Support**
-  **Experienced Trainer**
-  **Practical Projects**
-  **Long-Life Material Access**
-  **Graduation Project Presentation**
-  **Interview Simulation**
-  **Hiring/Internship Recommendations**
-  **Free Consultation**
-  **After-Sales Service and Support**
-  **Certified by ISO, ITIDA, and NQI**
-  **Friendly and Supportive Team**

Expected Outcomes

After completing the training program, you'll be able to:

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Impress

employers and recruiters with professional UI/UX designs and exceptional user experiences.



Win

career growth opportunities by creating innovative and user-friendly interfaces.



Make

data-driven design decisions to enhance user engagement and satisfaction.



Automate

design processes using tools like Figma, Adobe XD, and Sketch.



Move

to the next level in your career and enhance your job opportunities in UI/UX design.



Develop

advanced skills in UI design, UX research, and interaction design.



Increase

the quality, productivity, and efficiency of your digital product designs.



Merge

UI/UX principles into digital projects to create seamless and user-centered experiences.

Program Details

80
Training Hours

Internship/Hiring
Recommendation

**From Scratch to
advanced Level**

AI Powered
content



Program Content

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-  **Introduction** 12 Hours
-  **UX Research** 8 Hours
-  **Ideation** 12 Hours
-  **Wireframing** 4 Hours
-  **Prototyping** 8 Hours
-  **UI Design** 12 Hours
-  **Usability Testing** 8 Hours
-  **Advanced Techniques** 8 Hours
-  **Portfolio** 8 Hours

Introduction

- What is UX Design?
- What is UI Design?
- Difference Between UI & UX
- History of UI/UX Design
- The 7 UX Factors
- UI/UX Design Tools Overview
- Qualities of a UI/UX Designer
- Designers' Roles
- UX Frameworks
- Design Thinking Process
- Who is a Stakeholder? + Interview Techniques
- Brief and Understanding User Needs



UX Research

- Defining the Problems
- The 5 Ws and H
- Problem Statement
- Competitive Analysis
- Empathy Map
- Journey Map



Ideation

- Persona Development
- Empathy Map
- Journey Map
- User Flow
- Task Flow
- Information Architecture (IA)
- Brainstorming Techniques
- Sketching & Wireframing Introduction



Wireframing

- Sketching Detailed
- Wireframing in Figma & XD



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Prototyping

- Prototyping Basics
- Interactive Prototyping
- User Flow Testing & Feedback



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UI Design

- Visual Hierarchy
- Color Theory
- Photo and Shadow
- White Space Utilization
- Typography & Alignment
- Buttons & Interactive Elements
- Grid System & Design System
- Responsive Design
- iOS-Android Design Guidelines



Usability Testing



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- Usability Testing Techniques
- Usability Heuristics
- A/B Testing
- Feedback Collection & Analysis
- Laws of UX
- Design & File Handover

Advanced Techniques

- Figma Slides
- Use of AI in Figma Design
- Final Review & Feedback



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Portfolio

- Building a UI/UX Portfolio
- Job Opportunities in UI/UX Design
- Networking & Career Development



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Certificate



CERTIFICATE

THIS IS CERTIFY THAT

Your Name goes here

EGYPTIAN - NID: Your National ID goes here

Has Successfully Passed the Training Program

Course Name goes here

Consisting of **70** Training Hours With Grade: **Very Good**



Issue Date: **2024-12-28**

Certificate No: **MFA-bb1-6c**

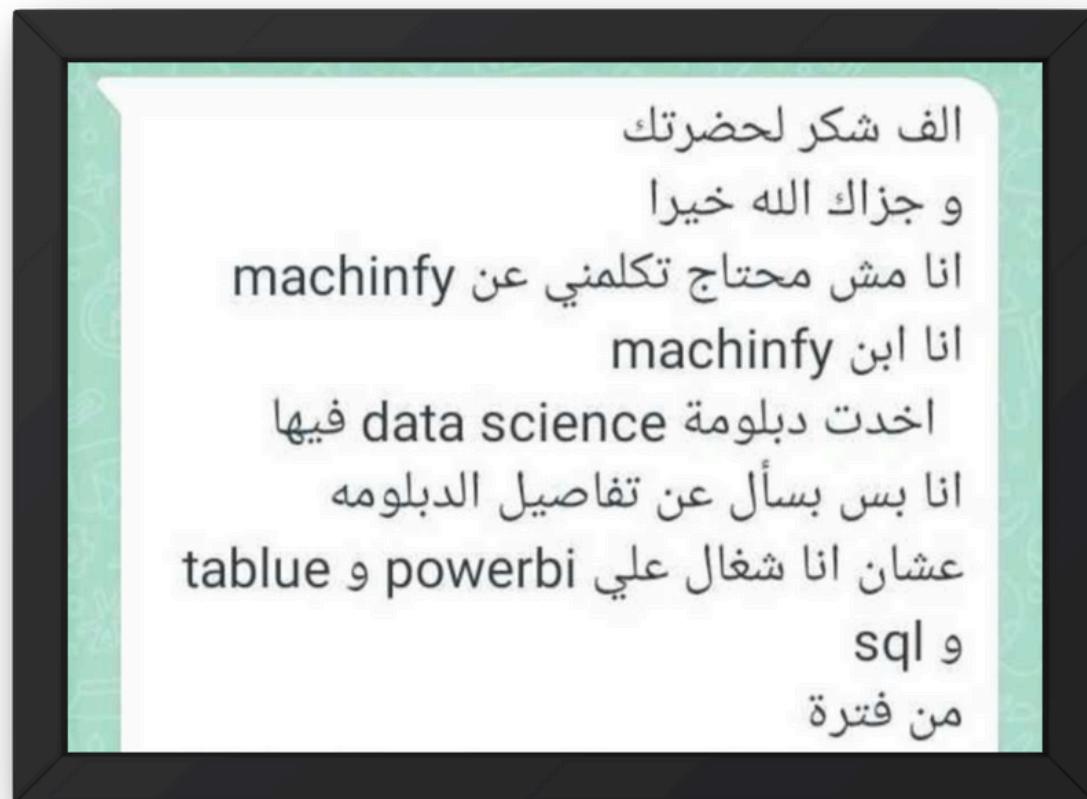
Sayed A. Omar

Manager Signature

Testimonials



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Have a Great Journey

Keep in Touch



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