# **UIUX Design - Foundations of User Experience (UX) Design UI/UX Design Option 1**

**Tomowork Talent Accelerator Programme (TAP)**

**Introduction**

Welcome to UIUX Design, Option 1 of the UI/UX DesignTrack! In the upcoming skills-based economy, industry recognised certifications play a pivotal role in representing the skills you have. In our TAP, all participants aim to complete at least two learning tracks. Below are the five learning tracks in TAP:

1. Financial Markets
2. Sustainability
3. Data Analytics
4. Digital Marketing
5. UI/UX Design
   1. **UIUX Design (Option 1)**
   2. Accessibility Design (Option 2)

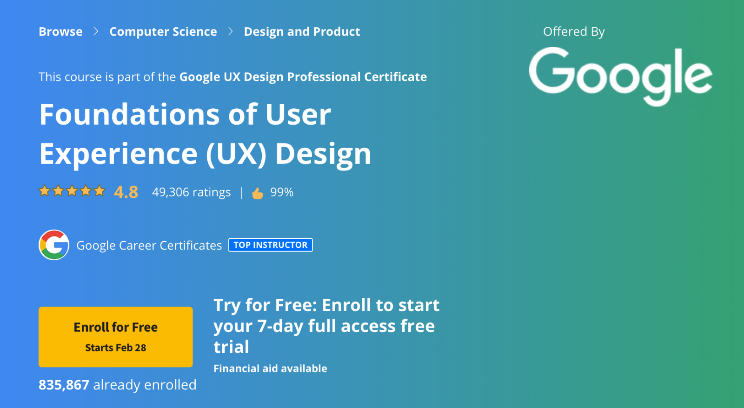
**What is UI and UX?**

UX (User Experience) focuses on interaction between users and products (e.g. websites, apps, physical objects). They make the interaction useful, enjoyable, accessible. UI (User Interface) is an important subset of UX.[[1]](#footnote-2)

**Why UI and UX?**

The number of mobile devices in the world is said to be almost 15 billion and is expected to increase to 18 billion in 2025[[2]](#footnote-3). The available number of apps is 1.85 million on iOS App Store and 2.56 million on Google Play Store[[3]](#footnote-4). So, it is critically important for companies to provide good user experience to attract customers.

**Why this course?**



The content is highly interactive and developed by Google employees with decades of experience in UX design. It is self-paced and requires only 18 hours in total to complete. You will learn in-demand design tools such as Figma and Adobe XD. This program also includes simulated real-world UX design scenarios which are critical for success in the workplace.

**How do I earn a certificate of completion?**

You can get a downloadable certificate upon completion of the course requirements.

**What about the fees?**

The course is USD$39/month after the 7-day full access free trial. You will need to pay first when starting the course. Once you obtain the certificate upon completion, TomoWork will fully reimburse the amount you paid.

For any questions regarding your learning track, please ask TAP Programme Director. Good luck on your learning journey!

**TAP Co-Programme Directors**

Mr Mike Momota

E: [mike@tomowork.org](mailto:mike@tomowork.org)

Mr William Wong

E: [william@tomowork.org](mailto:william@tomowork.org)

1. Interaction Design Foundation. User Experience (UX) Design. [↑](#footnote-ref-2)
2. Statista. Forecast number of mobile devices worldwide from 2020 to 2025. [↑](#footnote-ref-3)
3. Business of Apps. App Download Data 2022. [↑](#footnote-ref-4)