



iHUB DivyaSampark



Department of Science & Technology  
Government of India



# EXECUTIVE POST GRADUATE CERTIFICATION IN UI UX DESIGN

Become skilled in the field of UI UX Design and Strategy by enrolling in this course



10 Million  
Learners



1:1 Personalized  
Mentorship



55% Average  
Salary Hike

# Executive Post Graduate Certification in UI UX Design

Enrol in this advanced certification programme by iHUB DivyaSampark, IIT Roorkee, and Intellipaat to acquire crucial UI UX design abilities. This comprehensive online boot camp offers one-on-one guidance from IIT faculty and industry experts. There is a chance to win even bigger with this course! The top 2 performers from each batch may get a fellowship worth Rs. 80,000, plus the opportunity to showcase their startup ideas and secure incubation support of up to Rs. 50 Lakhs for their startup from iHUB DivyaSampark.



## Hottest Job of 21st Century



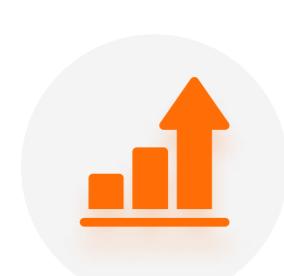
### 1.3 Million Job Postings

There is a global estimate of 1.3 million job postings for UI/UX Design Strategy roles by 2022



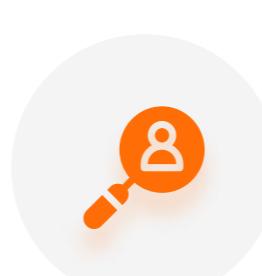
### Skill Development

UI/UX Design Strategy professionals are equipped with various relevant skills, fetching lucrative job offers



### Growing UI/UX Design Strategy Industry

20.2% CAGR in Indian UI/UX Design Strategy industry



### Future-oriented Career

UI/UX Design Strategy is a budding field; a head start will prove to be beneficial



### Popular Degree

47% of UI/UX Design Strategy professionals have a Master's Degree



### High Demand

By 2022, India & US will face a demand supply gap of 230,000 UI/UX Design Strategy professionals

## Our Credentials



### 10 Million+

Aspiring Active Students



### 1,000+

Industry-expert Instructors



### 400+

Hiring Partners



### 500+

Corporates Upskilled



### 55%

Average Salary Hike



### 155+

Countries' Learners

# About Program

Those interested in making a successful career transition to UI/UX design or growing in the field will be provided with comprehensive training in this advanced certification course. The course curriculum was carefully prepared by the team at iHUB DivyaSampark & Industry Experts to include all the cutting-edge skills that you will need. You will start with the basics and move to advanced techniques that will make you industry ready by the end of the course.



**Learning Format**  
Online Bootcamp



**6 Months**  
Live Classes



**Career Services**  
by Intellipaat



**Executive PG**  
Certification

## Key Highlights

- ✓ 250 Hrs of Applied Learning
- ✓ 30+ Industry Projects & Case Studies
- ✓ One-on-One with Industry Mentors
- ✓ 24\*7 Support
- ✓ 1:1 Mock Interview
- ✓ No-Cost EMI Option
- ✓ Free Career Counselling
- ✓ Up to Rs. 50 Lakhs startup Incubation Support\*
- ✓ 50+ Live sessions across 6 months
- ✓ Learn from IIT Faculty & Industry Practitioners
- ✓ Dedicated Learning Management Team
- ✓ Designed for Working Professionals & Freshers
- ✓ iHub Divya Sampark - IIT Roorkee Certification
- ✓ 2 Days Campus Immersion at IIT Roorkee
- ✓ 3 Guaranteed Interviews upon movement to Placement Pool
- ✓ The top 2 performers per batch will receive Rs 80000 in fellowship\*

## Program Pedagogy



### Instructor-led Training

Get trained by top industry experts



### Hackathons

Get a sense of how real projects are built



### Dedicated Learning Management Team

To help you with your learning needs



### Peer Networking and Group Learning

Improve your professional network and learn from peers



### Self-paced videos

Learn at your own pace with world-class content



### Gamified Learning

Get involved in group activities to solve real-world problems



### Projects and Exercises

Get real-world experience through projects



### 1:1 Personalized Learning

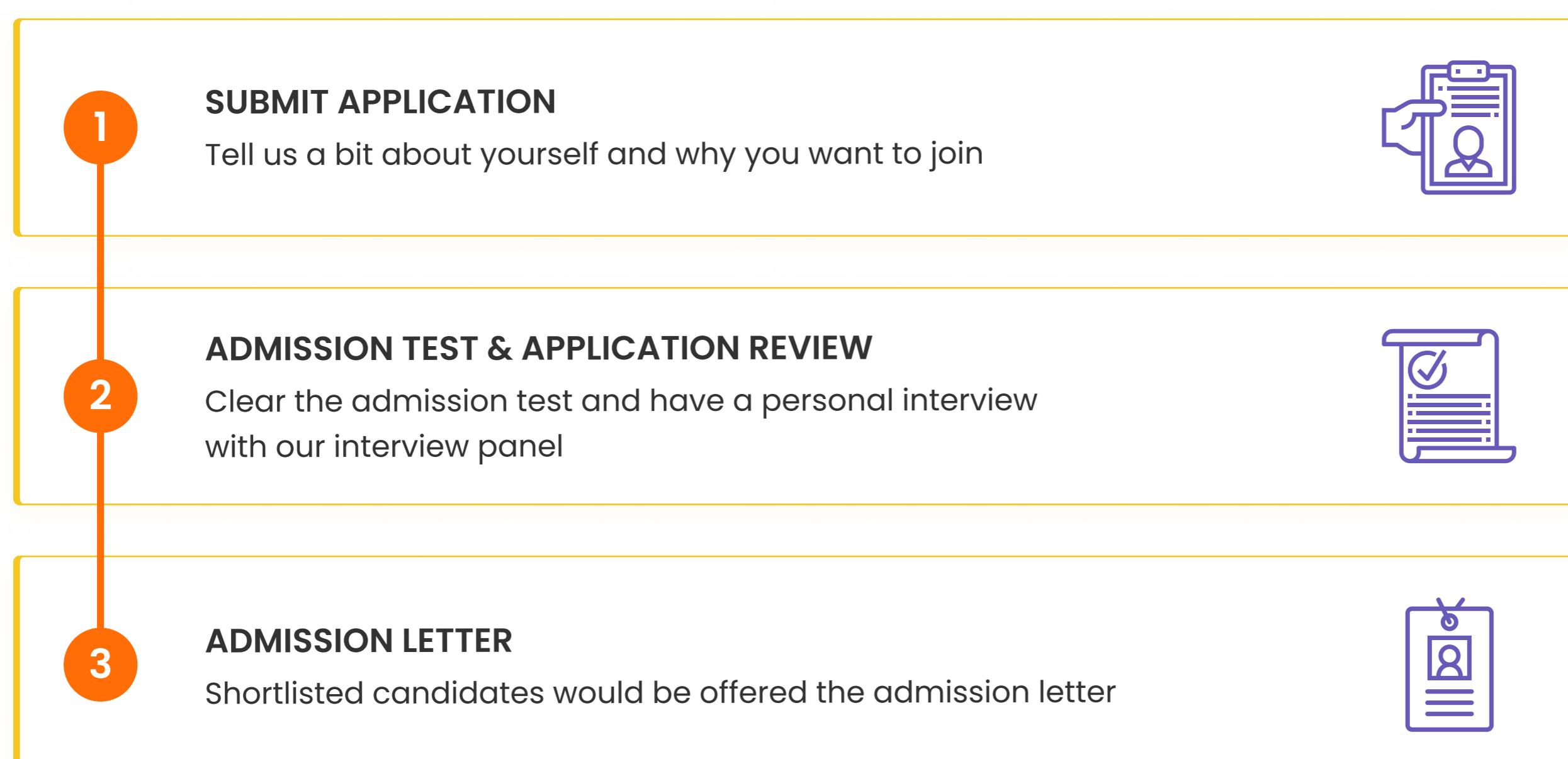
Hands-on exercises, project work, quizzes, and capstone projects

# Who Can **Apply for the Course?**

- Non-tech with a bachelor's degree
- Professionals with a bachelor's degree
- Freshers willing to build career in UI UX
- Anyone aspiring to pursue UX UI Design

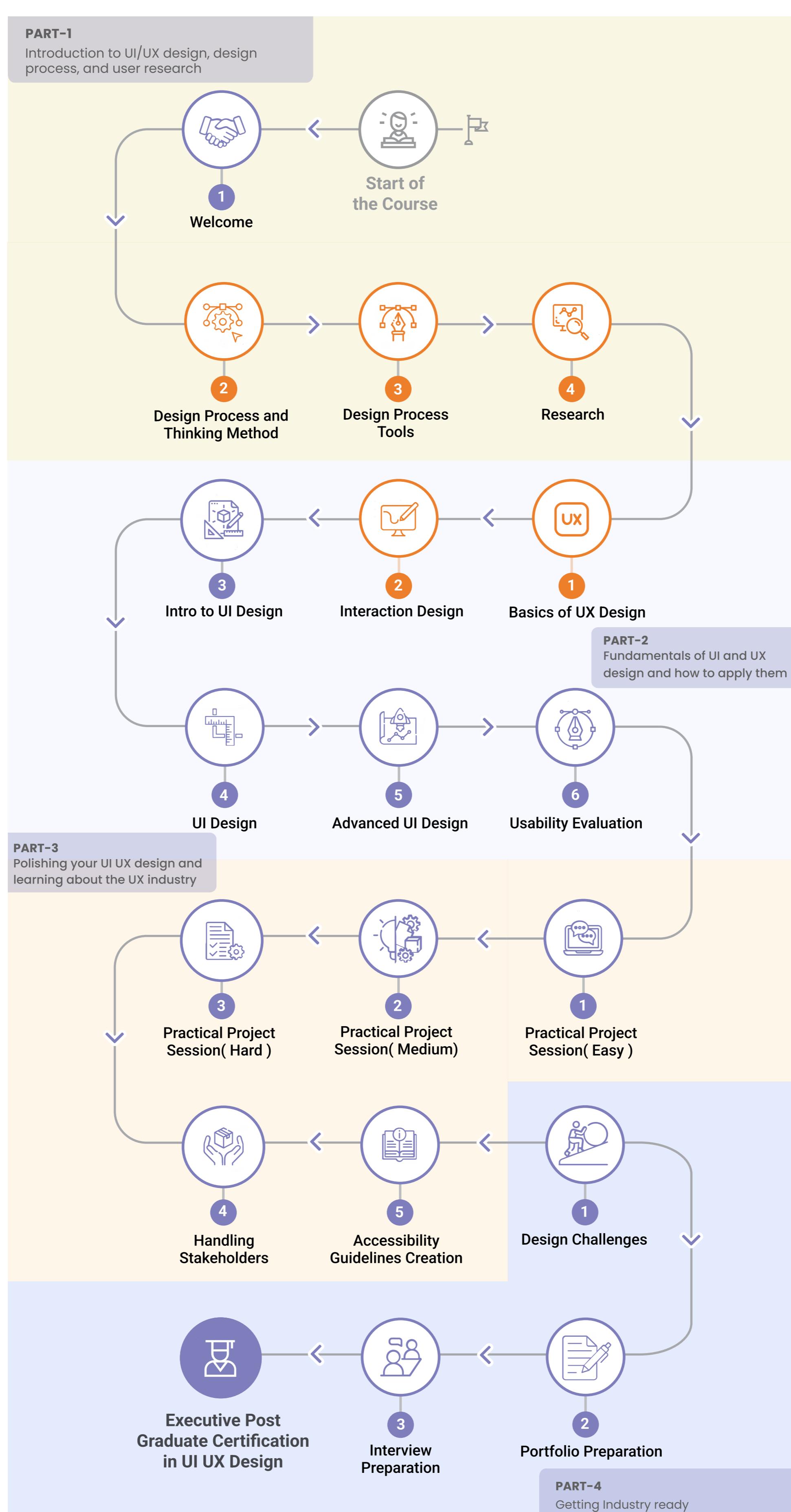
## Application **Process**

The application process consists of three simple steps. Candidates have to submit their application. An offer of admission will be made to the selected candidates, and their application will be accepted upon the payment of the admission fee.



# Learning Path

## Live Courses



# Program Curriculum

## PART - 1

### Introduction to UI/UX design, design process, and user research

- Module 1 – Welcome
- Module 2 – Design Process and Thinking Method
- Module 3 – Design Process Tools
- Module 4 – Research

## PART - 2

### Fundamentals of UI and UX design and how to apply them

- Module 1 – Basics of UX Design
- Module 2 – Interaction Design
- Module 3 – Intro to UI Design
- Module 4 – UI Design
- Module 5 – Advanced UI Design
- Module 6 – Usability Evaluation

## PART - 3

### Polishing your UI UX design and learning about the UX industry

- Module 1 – Practical Project Session( Easy )
- Module 2 – Practical Project Session( Medium )
- Module 3 – Practical Project Session( Hard )
- Module 4 – Handling Stakeholders
- Module 5 – Accessibility Guidelines Creation

## PART - 4

### Getting Industry ready

- Module 1 – Design Challenges
- Module 2 – Portfolio Preparation
- Module 3 – Interview Preparation

## Skills to Master

- UI Design
- Animation
- Wireframing
- Iconography
- Figma
- Guerilla Testing
- Wireflow
- Red routes
- Prototyping

# Course Projects

Projects cover the following industries:



Retail



Social Media



Supply Chain



Entrepreneurship



E-commerce



Banking



Healthcare



Insurance

Beginner

## Design a Web App

You will be creating a website that will contain unique colours, messages, slogans, and logos. You will use these to highlight the uniqueness of your brand. You will even have to make the login flow, dashboards, in-app displays, and other related things.

Beginner

## Create a Wireframe Model and a Prototype of the UI UX design

You will be sketching, designing, and building a prototype and wireframe model. Create a visual representation of the design to highlight the interface elements present on the site.

Beginner

## Identifying and addressing a consumer issue

As a part of this project, you will obtain information to analyse it and identify the problems that will need resolution. Iteratively sketch, test, and generate solutions to take care of usability issues.

Intermediate

## Landing page for lead generation

You will work on design a landing page with a captivating email and a compelling incentive for users to sign up. It must have a well-crafted thank you message. The sole purpose will be to entice viewers into providing their information for lead generation.

Intermediate

## Designing a user experience to invite more viewers

You will be choosing a website and improving the overall user experience to attract more customers. You will be adding some motion elements to the UI components so that the interactivity of the product can be increased.

Intermediate

## Recreating an existing app or website

Pick an outdated internet application or website and completely rebuild it. Make a completely new UX and UI design that increases the usability and efficiency of the app or website.

Advance

## Create mobile app designs from scratch

This project will involve a mobile application that you will design from scratch. Wireframes and user flow diagrams must be made for this project. You must also include appealing animation, design patterns, and a harmonious colour scheme.

Advance

## E-commerce website

This project is aimed at you being able to create a captivating website by using UI/UX design. A crucial aspect of the project will be creating outstanding navigation and design that functions on both desktop and mobile devices.

Advance

## A SaaS website

You will be taught how to enhance sales and sign-ups. You must first discover the behaviours of unique clients in order to comprehend the concerns of employers and address them on your website.

# Course Advisors / Faculty



## Dr. Keyur Sorathia

Associate Professor, IIT Guwahati

Dr. Keyur Sorathia is an Associate Professor at the Dept. of Design, IIT Guwahati, which focuses on designing interaction techniques for VR interfaces. His interest lies in advanced digital technologies and health sector.



## Manish Anand

CEO at iHUB IIT Roorkee

Manish Anand is an IIT Kanpur alumnus with an MBA in Technology and innovation management from Korea Advanced Institute of Science and Technology (KAIST), Seoul. He currently heads iHUB DivyaSampark, a Technology Innovation Hub hosted at IIT Roorkee.



## Kishore Asokan

Product Designer at Target

I am Digital Product Designer, working in UI/UX domain since 2015. I design clean and meaningful interface designs. Creating inspiring design through collaboration across Product, Design, Business and Functional Teams helps the product pull off as the best in the market.



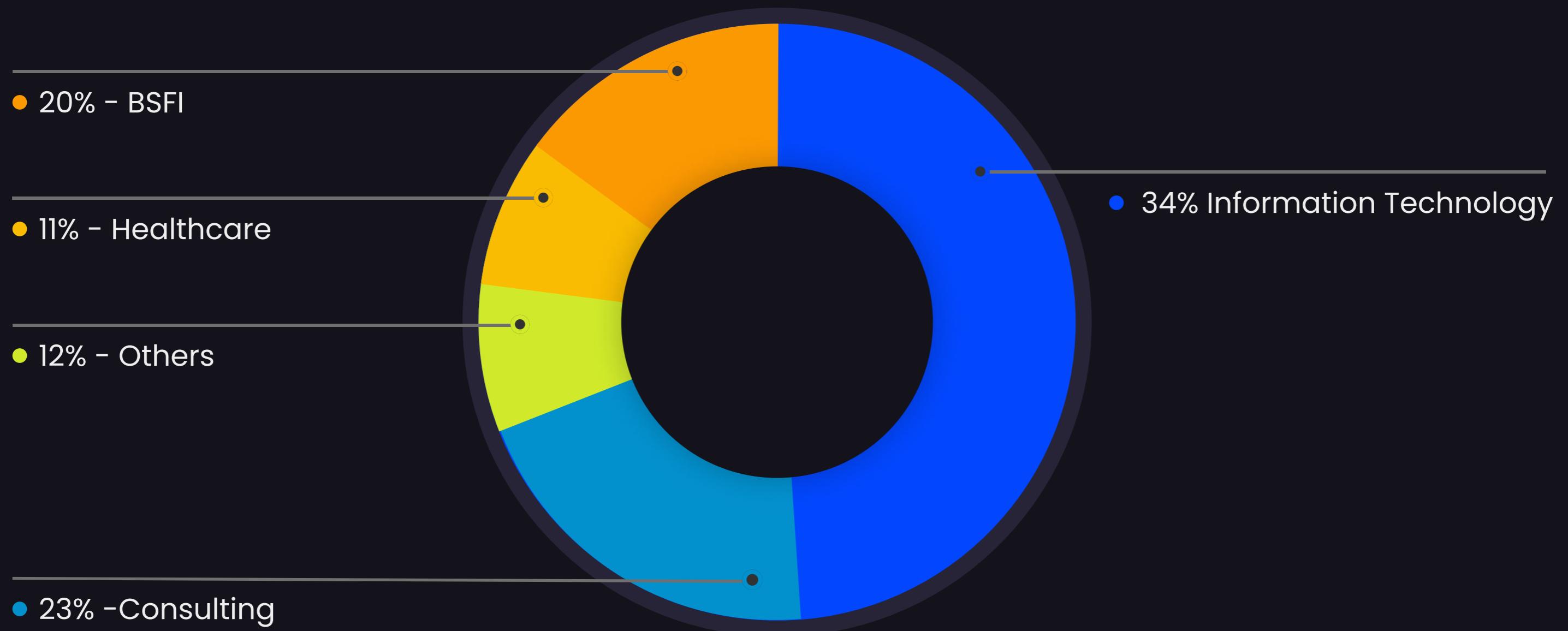
## SANDEEP MAJUMDER

Interaction designer from NID

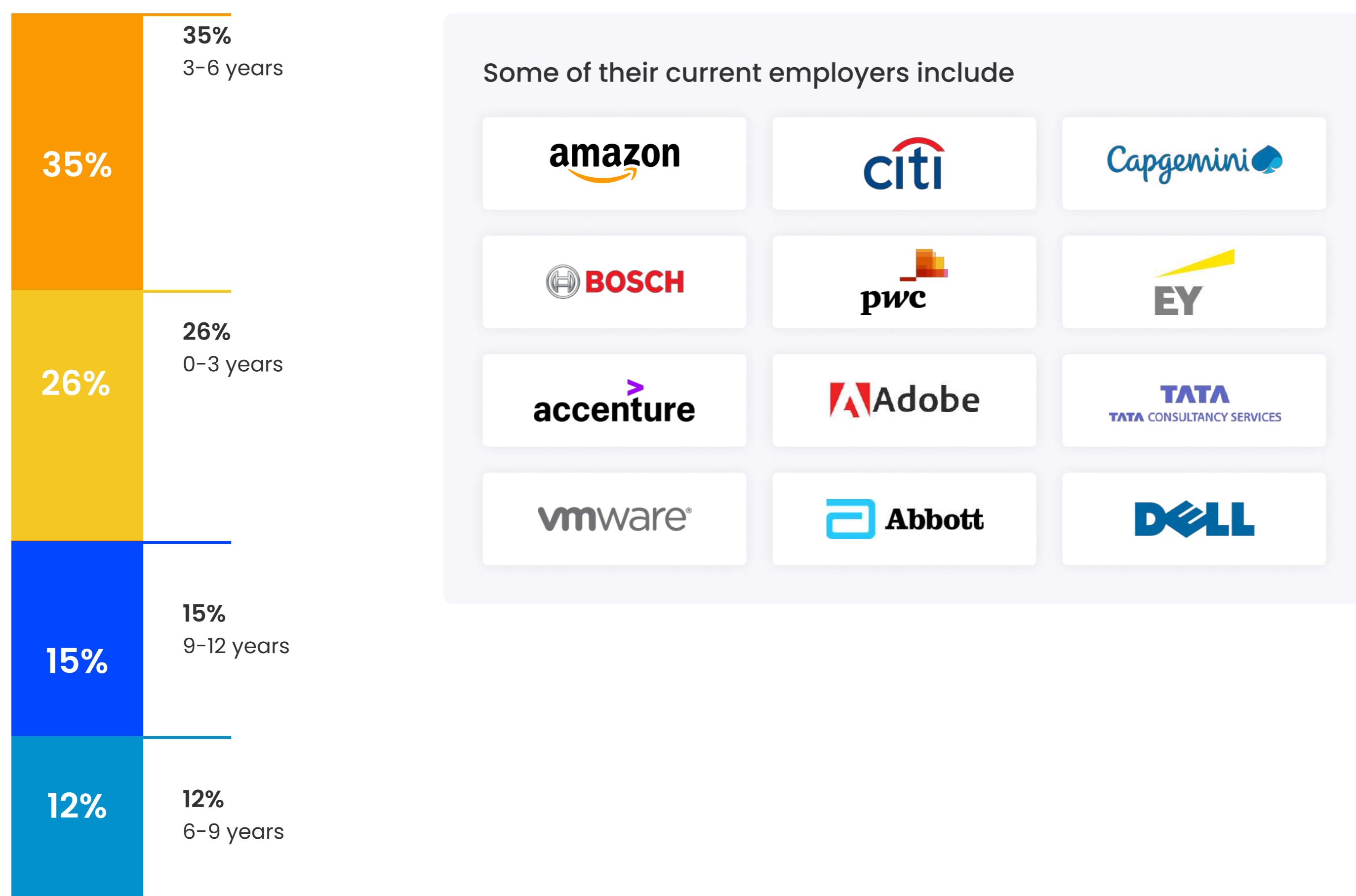
I am a Digital Product Designer with a Masters in Interaction Design from NID Bangalore. I am a keen observer and always on the lookout to solve problems in and around us. I like creating experiences that are user-centric and impart value.

# Meet the **Batch**

## Industries Our Learners Come From



## Work **Experience**



# Intellipaat Career Services



500+  
Webinars



600+  
Job Shares



400+  
Hiring Partners



55%  
Avg. Salary Hike\*

## What Makes Us **Tick**



### Career-oriented Sessions

Attend 10+ career-oriented sessions by industry mentors and prepare your career trajectory



### Resume & LinkedIn Profile Building

Get assistance in creating a world-class resume & LinkedIn Profile from our career services team and learn how to grab the attention of the hiring manager at profile shortlisting stage.



### Mock Interview Preparation

Students will go through a number of mock interviews conducted by technical experts who will then offer tips and constructive feedback for reference and improvement.



### 1:1 Career Mentoring Session

Get 1:1 career guidance at every step in your career transition to UI/UX



### 3 Guaranteed Job Interviews

3 Guaranteed Job Interviews will be provided upon movement to the placement pool upon clearing the PRT.\*\*



### Dedicated Job Portal Access

Get exclusive access to 200 job postings per month on Intellipaat's job portal



### Job Fairs

Job fairs are conducted regularly to introduce learners to major organizations



### Hackathons

Work in teams and get exclusive access to hackathons

## Learner **Reviews**



Srilatha Salla

Sr. Software Engineer at Moddy's Analytics

“

I sometimes have to study late nights and early mornings; with the help of 24/7 student-friendly support, I was able to clarify my doubts hassle-free. Have recommended the course to others as well!



Sarma Kanapalle

Full Stack Developer at Walmart

“

I chose this UI/UX design course to validate my existing skills and get in-depth training. UI/UX certification has helped me land a well-paying job. I am glad I was able to excel in my career.



Rohan Chakraborty

Programmer Analyst at Cognizant

“

I took this course in the final year of BTech. Thanks to Intellipaat's training, I now hold three job offers in hand from which I have decided to join Cognizant.

# Program Partners



## About Intellipaat

**Intellipaat** is one of the leading online training providers with more than 10 million learners in over 155 countries. We are on a mission to democratize education as we believe that everyone has the right to quality education.

We create courses in collaboration with top universities and MNCs for employability like EICT IIT Roorkee, EICT IIT Guwahati, IITM Pravartak, IIM Ranchi, IIT Jammu, IU, LSBU, University of Essex, University of Liverpool, IBM, Microsoft, etc.

Our courses are delivered by SMEs & our pedagogy enables quick learning of difficult topics. 24/7 technical support & career services help learners to jump-start their careers.



## About iHUB DivyaSampark, IIT Roorkee

iHUB DivyaSampark, IIT Roorkee aims to enable an innovative ecosystem in new-age technologies like AI, ML, Drones, Robots, and data analytics (often called CPS technologies). It aims to do this by promoting and enhancing core competencies, capacity building, and manpower training to provide solutions for national strategic sectors and become a significant contributor to Digital India.

### Achievements – IIT Roorkee:

- Ranked 7th 'Overall' and 6th in 'Engineering' in India as declared by NIRF 2022
- Ranked 175th in the world for 'Engineering and Technology' by QS World University Rankings 2023
- Ranked as the 369th best institute in the world by QS World University Rankings 2023
- Ranked as the 114th best institute in Asia by QS World University Rankings 2023

### Upon the completion of this program, you will:

- Advanced Certification in UI UX Design Strategy by IHUB DivyaSampark IIT Roorkee



**10 Million** Learners & 500+ Corporates across 155+ countries  
upskilling on Intellipaat Platform



## Contact Us

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