

BECOME A UX DESIGNER



GENERAL ASSEMBLY

JOB PREPARATION

- ✓ Interview training
- ✓ Resume review, feedback, and guidance
- ✓ Introductions to GA hiring partners

CAREER RESOURCES

- ✓ Panel discussions with experienced designers
- ✓ Visits from trained practitioners

NETWORKING OPPORTUNITIES

- ✓ Invitations to networking events
- ✓ Field trips to local design meetups
- ✓ Project presentations to the GA community

USER EXPERIENCE DESIGN IMMERSIVE



Apply best practices in UX to critically analyze and create effective designs



Create a portfolio of UX solutions, including full documentation deliverables, for a variety of users, business goals, and UX challenges



Prepare for an internship or entry-level job as a junior user experience designer

WE EMBRACE THE DETAILS IN 8 WEEKS YOU WILL COVER:

User Psychology and Design

- Outline the User Lifecycle.
- Explain how people use the internet, and how user behavior impacts design.(Color, context, hierarchy, order of the eye path, etc.)
- Describe the cycle of engagement and identify ways to motivate users to act.
- Describe the impact and power of design in digital products.

The UX Process

- Define key user experience terminology.
- Describe the process of business analysis and identify business requirements.
- Perform task analysis on competitors and innovative products that do not directly compete. Create site maps and user flows.

User Research and Personas

- Develop an ethnographic approach to understanding users and clients.
- Describe user-centered design and usability principles. Use them to create and evaluate user experiences.
- Conduct user interviews and usability tests.
- Create detailed personas.

Information Architecture and Content Strategy

- Describe and apply best practices for various design patterns.
- Apply principles of information hierarchy and best practices for copywriting while structuring designs.
- Create wireframes, both through sketching and using wireframing tools.

Interaction Design

- Apply principles of game design to design effective user interactions.
- Practice colocation of content and interactivity to maintain minimalist architecture.
- Prototype user experience solutions, using a variety of tools, including Hype and Twitter Bootstrap.

Technology for UX Designers

- Create solutions that maintain a cohesive user experience across interfaces.
- Code a website using HTML and CSS.
- Design with an understanding of the capabilities of HTML and CSS.
- Outline the software development process.
- Use GitHub in the management of projects with developers.
- Discover and apply continuous learnings from the professional user experience community, in order to remain on top of new trends, patterns, and interfaces over time.

Communicating and Defending Design Decisions

- Work with diverse stakeholders and clients.
- Propose and evaluate multiple options for user experience solutions. Describe the design and decision making process.
- Design a presentation for the right purpose and audience, including selecting fidelity, telling a story, and focusing feedback.
- Thoughtfully critique the design work of peers. Effectively engage in discussion about the benefits and limitations of design solutions.