

# Your UXD Portfolio Roadmap

To earn the Google User Experience (UX) Design certificate, you must complete a portfolio that showcases 3 major UXD projects and 3 case studies. These projects are designed to help you become job-ready and enter the field of UX Design. You will develop portions of this portfolio in each of the 7 courses in the certificate program. You'll complete the assignments related to Project 1 (Mobile App) in Courses 2 through 5, Project 2 (Responsive Web Design) in Course 6, and Project 3 (Design a User Experience for Social Good) in Course 7. By the time you have finished this certificate, you'll have designed two mobile apps and two responsive websites.

The three case studies will reflect the assignments and projects you've completed throughout each course. Case studies demonstrate your design knowledge, your ability to collaborate with a team, and your skill for following through on an idea from start to finish, despite challenges. [Adding case studies to your portfolio](#) will help future employers get a better understanding of who you are as a designer and how you work through the process of building a product.

## Practice Activities

Practice activities are assigned throughout each course as an opportunity to apply the concepts that you learned. Each practice activity is also a chance to develop your personal brand as a UX designer. After you complete a practice activity, you can compare your work to an example from a professional in the field.

There's one basic difference between these practice activities and your portfolio project: everyone enrolled in the course is presented with the same prompts for practice activities, whereas there is a specific prompt for each of your portfolio projects.

Practice activities are not required for the portfolio, but may be added if you feel they are an appropriate representation of your work.

## Portfolio Roadmap

Here is a general overview of the graded items that contribute to your portfolio for each course in the UXD Certificate.

### Course 1

Course 1, Foundations of User Experience Design is all about getting you acquainted with the basics of user experience design. Your foundational knowledge will help you succeed in starting a portfolio to present to prospective employers when you start your job search.

### Course 2

Course 2, Start the UX Design Process: Empathize, Define, and Ideate is focused on learning how to empathize with potential users, defining users' needs, and coming up with ideas for design solutions. Your first project is designing a mobile app. The following assignments will help with the first project and case study for your portfolio:

- Mobile App Project Personas
- Mobile App User Journey Map
- Mobile App User Problems
- Mobile App Competitive Audit and Report

### **Course 3**

In Course 3, Build Wireframes and Low-Fidelity Prototypes, you'll sketch storyboards, create wireframes, and build a low-fidelity prototype of your app in a design tool called Figma. The following assignments will help with your Mobile App case study for your portfolio:

- Mobile App Storyboards
- Mobile App Digital Wireframes
- Mobile App Low-Fidelity Prototype

### **Course 4**

In Course 4, Conduct UX Research and Test Early Concepts, you'll plan and conduct research to test your mobile app designs and get feedback from users. The following assignments will help with your Mobile App case study for your portfolio:

- Mobile App Research Plan
- Mobile App Usability Study
- Mobile App Insights
- Mobile App Research Presentation

### **Course 5**

In Course 5, Create High-Fidelity Designs and Prototypes in Figma, you'll create mockups and a high-fidelity prototype of your app for a second round of testing. The following assignments will help with your Mobile App case study for your portfolio:

- Mobile App Mockup
- Mobile App High-Fidelity Prototype
- Mobile App Case Study

### **Course 6**

The second portfolio project, a responsive website, is introduced in Course 6: Responsive Web Design in Adobe XD. Your responsive web design will be created using Adobe XD. The following assignments will help with your responsive web design case study for your portfolio:

- Responsive Web Design Website Sitemap
- Responsive Web Design Wireframes
- Responsive Web Design Low-Fidelity Prototype
- Responsive Web Design High-Fidelity Prototype
- Responsive Web Design Case Study

### **Course 7**

In the final course in the program, Design a User Experience for Social Good and Prepare for Jobs, you'll design a dedicated mobile app and a complementary responsive website focused on creating social good. The following assignments will help with your the Social Good App and Website case study and your overall portfolio:

- Social Good App and Website Research Results and Designs
- Social Good App and Website Mockups and High-Fidelity Prototypes
- Social Good App and Website Case Study
- UX Portfolio

