

COURSE ROADMAP

## USER EXPERIENCE & USER INTERFACE DESIGN

Powered by  Designation



## UX/UI DESIGN COURSE

Powered by Designation, this course combines the world's leading digital design program with Flatiron School's best-in-class Career Services team and money-back guarantee ([see eligibility details](#)).

Students learn skills in user experience and user interface design and then practice those skills in a professional, client-based environment. Broken into two 12-week phases – this hybrid learning model allows students to study online for the first 12 weeks, and then join in person for team-based design and live client projects.

Students learn quickly that design itself isn't only about doing or creating; it's always about learning— about users, clients, teammates, practices, tools, skills, and yourself.

# COURSE EXPERIENCE

## 01 DESIGN ESSENTIALS

WEEKS 1–6  
15-20 HOURS/WEEK

Learn the fundamentals of UX, IxD, IA, and UI design.

### THIS PHASE INTRODUCES

User-centered design	Prototyping tools
Design thinking	Design process
User research	Moodboards
UX methodology	Branding
Domain research	Typography
Competitive analysis	Color theory
User interviews	Style tiles
User personas	Design tools
User stories	Creating iconography
Problem statements	UI mockups
UX terminology	Content strategy
Design critiques	Grid layouts
Ideation + brainstorming	Test plans
Prototyping	Designing prototypes
Information architecture	Usability testing
Application maps	Reporting + measurement
Mobile UI patterns	Sketch
Wireframing	InVision

## 03 IMMERSION PHASE

WEEKS 13–17  
70-80 HOURS/WEEK

Become a well-rounded designer, teammate, and presenter through a mastery of hard design skills and a focus on soft skills.

### THIS PHASE INTRODUCES

SME, user, domain synthesis	Journaling basics
SWOT analysis	Team contracts
Concept statements	Presentation basics
App maps	Group presentations
Product roadmap	Creative thinking
Accessibility	Presentation skills
Key flow design	Facilitated interpersonal feedback
Final UI kits	Final presentation prep
Marketing websites	

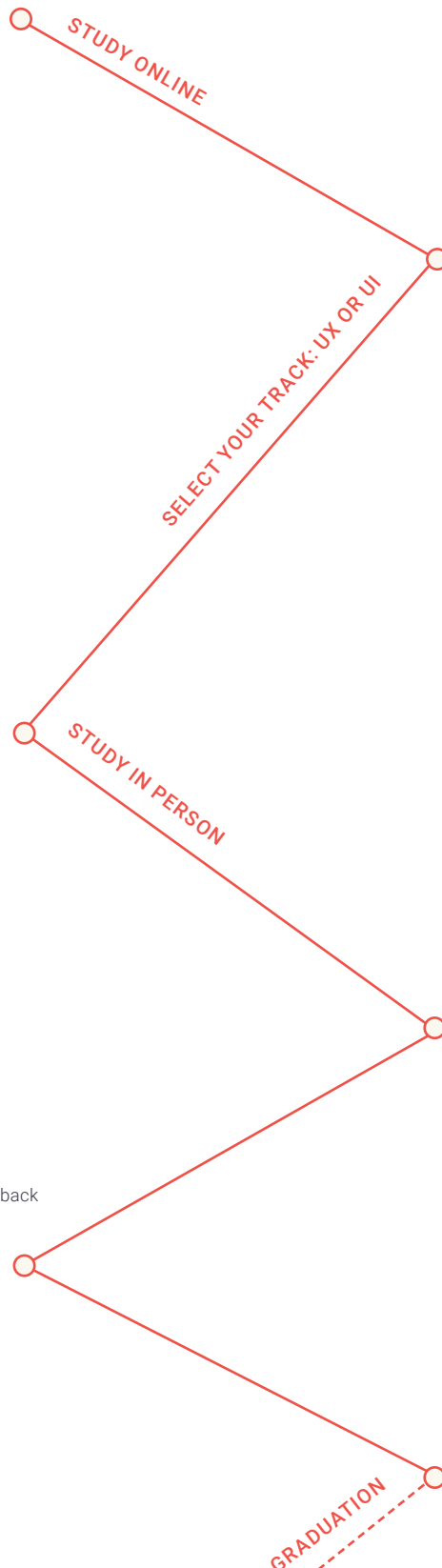
## 05 CAREER PHASE

WEEKS 22–24  
80+ HOURS/WEEK

Communicate effectively to accomplish the goals you've set for a career in design.

### THIS PHASE INTRODUCES

Case studies	Alumni interviews
Portfolio site and platforms	Interview best practices
Portfolio domain names	Cover letters
Personal statements	Studio tours
Personal branding	Career mentors
Résumés	Freelancing
LinkedIn + social media	Long-term careers



## 02 VIRTUAL PHASE

WEEKS 7–12  
35-40 HOURS/WEEK

Become proficient with industry-standard software and best practices.

### THIS PHASE INTRODUCES

Research plans	Heuristic evaluation
Surveys	Persuasive design
Ethnographic research	Responsive design patterns
Contextual inquiry	Research techniques
Design synthesis	Logo design
Affinity diagramming	Art direction
User models + scenarios	Optimization
Customer journey maps	Hierarchy
Design principles	Mobile design patterns
Usability heuristics	iOS design
Content strategy	Material design
Task flows + analysis	Mobile prototyping
Card sorting	Navigation patterns
Paper prototyping	Style guides
Validation and testing	File handoff
Workflow	Axure
Design patterns	Illustrator
Design forms	Proto.io
Interaction framework	
Microinteractions	

## 04 CLIENT PHASE

WEEKS 18–21  
70-80 HOURS/WEEK

Solve real design problems with real business stakeholders.

### THIS PHASE INTRODUCES

Client presentations	Approaches to ideation
Working with stakeholders	Synthesis methods
Design feedback	Product roadmaps
Redlining deliverables	Understanding your values

## POST GRADUATION

AVG TIME TO EMPLOYMENT: 3-6 MONTHS

Describe the narrative of your collected skills and experiences to hiring managers and continue learning as a professional.

# WHAT WE PRACTICE

## EMPATHY

Design decisions are always rooted in serving people of all backgrounds.

## TEAM-CENTERED DESIGN

Designers know when to lead and when to support teammates' leadership.

## ACCOUNTABILITY

Designers stand behind each design decision and learn from every action.

## THE JOY OF DISCOVERY

Designers stay inspired by exploring the world around them.

## PERSEVERANCE

Designers embrace failure as an essential way to learn about themselves and their process.

## ITERATION AND CRAFT

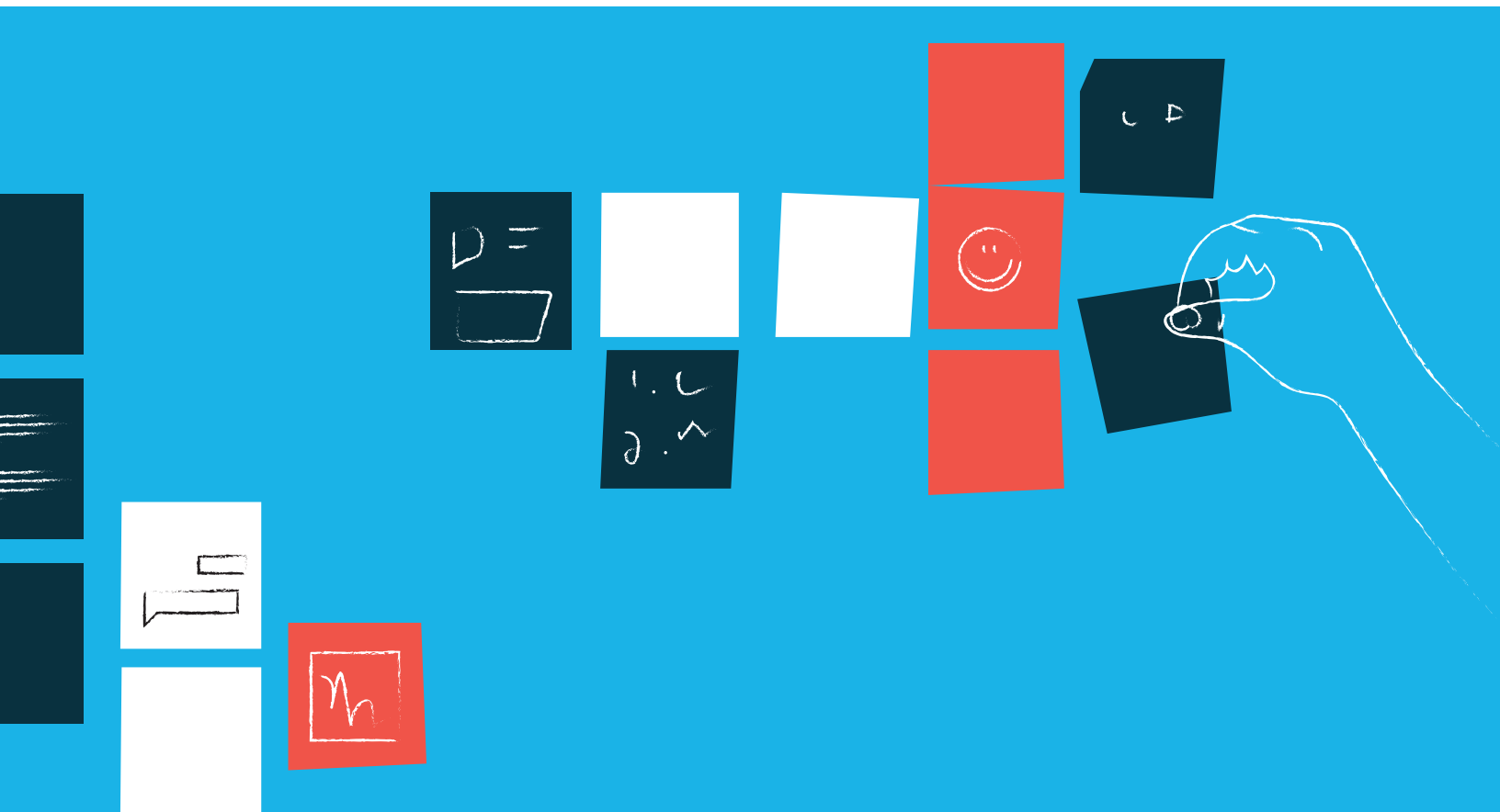
Designers take care to make sure their work is well-made, well-considered, and purposeful.

## FLEXIBILITY

Designers are adaptive to a quickly-evolving industry and its tools, processes, resources, and companies.

## AMBIGUITY

Design comes with very few "right answers."



# ALUMNI GO ON TO JOBS AT

## CHICAGO

Allstate	E*TRADE	Perkins + Will
Avant	FCB	Pivotal Labs
BlueCross BlueShield	Fjord	PwC Experience Center
bswift	Fuzzy Math	Rise Interactive
Capco	Greater Good Studios	Slalom
Capital One	Grubhub	Solstice
CDW	Interior Define	SpotHero
Centro	Isobar	Sprout Social
CityBase	Kellogg's	Stridekick
Clique Studios	Leo Burnett	Table XI
Convo Relay	Manifest	Trunk Club
Coyote Logistics	Motorola Solutions	United
Crate and Barrel	MSTQ	Uptake
Critical Mass	Nielsen	Walgreens
Eight Bit Studios	Office of Experience	Yelp

## TORONTO

Bridgeable  
Deloitte Canada  
Horizon  
SapientRazorfish  
STACK

## NEW YORK

ADP	Learnvest
A+E Networks	Loeb Enterprises
Amazon	Moment
Canary	Pandora
Concentric Health	Publishers Clearing
Experience	House
Consumer Reports	Razorfish Commerce
Curalate	R/GA
Datamarx	Sotheby's
HealthCare.com	SWARM
Hive	Web.com
JP Morgan Chase	Yodle

## BOSTON

Bose  
Continuum  
Janeiro Digital  
Jibo  
MIT Media Lab  
Slalom

## SEATTLE

Amazon Web Services  
1DocWay  
Redfin  
Tableau

## DC/BALTIMORE

AKQA  
Capital One  
Fannie Mae  
Panoply  
T. Rowe Price

## AUSTIN

Dell  
IBM Design  
Indeed  
Lyft  
Pivotal Labs  
Zapier  
ZeMoSo

## SAN FRANCISCO

Amobee	Fr8Star
Apple	Google
Cisco	Gusto
Clif Bar	Honey
Code for America	Huge
Coinbase	IBM
Eventbrite	Limbix
Facebook	Microsoft
Fjord	Nutanix
Front	Procure

## LOS ANGELES

Boston Consulting Group  
Digital Ventures  
Cashmere Agency  
Fake Crow  
Hello Design  
Merge  
NEOGOV  
Possible  
Revolution Prep  
Saatchi & Saatchi

## WITH ADDITIONAL ALUMS IN

ANCHORAGE  
ATLANTA  
BENTONVILLE  
BERLIN  
CANBERRA  
COLUMBUS  
DALLAS

DENVER  
DUBLIN  
GRAND RAPIDS  
HOUSTON  
INDIANAPOLIS  
ISTANBUL  
KANSAS CITY

LONDON  
MADISON  
MEXICO CITY  
MINNEAPOLIS  
OMAHA  
PHILADELPHIA  
PORTLAND

ROCHESTER  
SALT LAKE CITY  
SAN DIEGO  
SEOUL  
SHENZHEN  
ST. LOUIS  
ZURICH



# MEET OUR ALUMNS



**LAINE H.**

UX DESIGNER, LEARNVEST

"For the most part, you're in a situation where everyone around you wants you to succeed and you want everyone to succeed in return. That's so rare. I found that dynamic to be so integral to building confidence, even to this day. The hours were long and things got hard at times (and awesome at other times); being surrounded by people who got it was icing on the cake."



**MELVIN L.**

UX DESIGNER, UNIGROUP

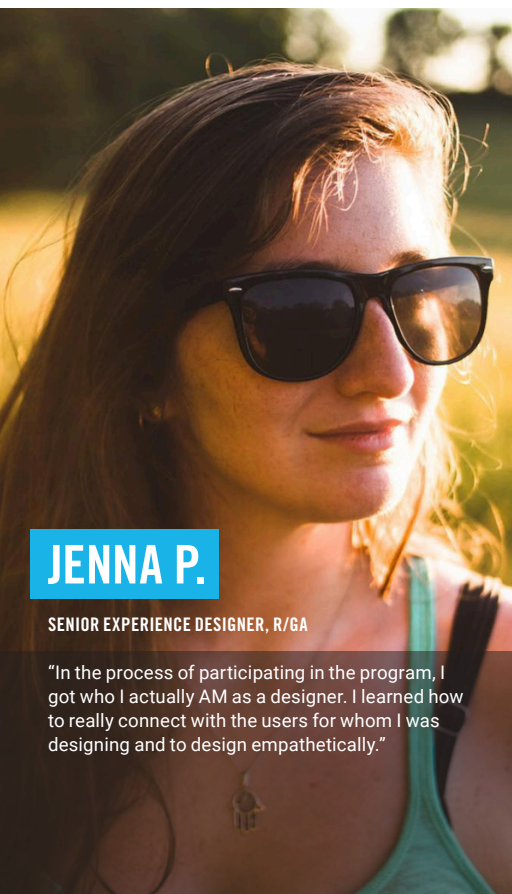
"I find myself delivering the same structure, efficiency, and enthusiasm for facilitating design meetings at work as I did with my teammates during the Client Phase. It was great practice and now my team can't stop recommending me to facilitate stuff!"



**NATASA T.**

UI/VISUAL DESIGNER, PRODUCTIVE EDGE

"The staff was always there for us. All of our creative directors and instructors had a different approach and level of experience. They helped me improve my design skills, become a better presenter, give and receive feedback, and improve my designs through iteration."



**JENNA P.**

SENIOR EXPERIENCE DESIGNER, R/GA

"In the process of participating in the program, I got who I actually AM as a designer. I learned how to really connect with the users for whom I was designing and to design empathetically."



**ANABELLE Z.**

PRODUCT DESIGNER, PANDORA

"I use almost everything I learned in my work. But the most important by far was the experience of the Immersion Phase project presentation. Crafting a story around our designs was and is an invaluable tool that creates buy-in with managers and stakeholders."



**JAMES P.**

UX DESIGNER, LEARNVEST

"By far the most valuable experience was interacting with people who came from different professional and academic backgrounds. Architecture was an industry that felt a little cloistered at times, so being able to work with people who have different approaches to solving problems was extremely helpful in terms of my own evolution as a designer."

# FIND YOUR PLACE WITH US

## Great applicants are...

### CAREER STARTERS

with minimal job or design experience.

- College students
- Recent college graduates
- High school graduates
- Service job holders

### CAREER SWITCHERS

with experience in a profession unrelated to design.

- Teachers
- Bankers
- Dentists
- Lawyers
- Pastry chefs
- Scientists
- Musicians
- Consultants

### CAREER ADVANCERS

with advanced experience in or related to design.

- Graphic designers
- Motion designers
- Design strategists
- Architects

## Great applicants have...

### Significant experience in

Self-awareness  
Motivation and engagement  
Giving a sh\*t  
Empathy

### Good experience in

Time management  
Active listening  
Professionalism  
Collaboration  
Decision-making  
Self-sufficiency  
Growth mindset

### Some experience in

Learning by doing  
Conflict resolution  
Creative thinking  
Self-reflection  
Objectivity about work  
Career planning

### APPLY NOW

Applying to Flatiron School is commitment-free. Start your application today at [flatironschool.com](https://flatironschool.com) and we'll be in touch to schedule your interview. Admissions interviews can be done virtually or in-person.

### SCHEDULE A CONSULTATION

Speak with our admissions team about the course. Get guidance on what next steps make sense for you, and get all of your questions answered.