// FLATIRON SCHOOL

COURSE ROADMAP

Online

User Experience & User Interface Design Immersive

Online UX/UI Design Immersive

Flatiron School's Online UX/UI Design Course combines the world's leading digital design curriculum with best-in-class career services support and a money-back guarantee (see eligibility details).

You'll learn skills in user experience and user interface design and then practice those skills in a professional, client-based environment. You'll study online at a full-time or part-time pace, working with your cohort on 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

PHASE 1
DESIGN ESSENTIALS

Full-time and part-time cohorts learn together at a part-time pace for the first six weeks.

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

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 +	Test plans
brainstorming	Designing prototypes
Prototyping	Usability testing
Information	Reporting +
architecture	measurement
Application maps	Sketch
Mobile UI patterns	InVision
Wireframing	
Prototyping tools	

PHASE 2
PROCESS PHASE

Full-time: Weeks 7 - 12
Part-time: Weeks 7 - 18

Become proficient with industry-standard software and best practices.

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

PHASE 3
STUDIO PHASE

Full-time: Weeks 13 - 17
Part-time: Weeks 19 - 28

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

SME, user, domain
   synthesis
SWOT analysis
Concept statements
App maps
Product roadmap
Accessibility
Key flow design
Final UI kits
Marketing websites

Presentation basics
Group presentations
Creative thinking
Presentation skills
Facilitated
   interpersonal
   feedback
Final presentation
   prep

PHASE 4
CLIENT PHASE

Full-time: Weeks 18 - 21
Part-time: Weeks 29 - 36

Solve real design problems with real business stakeholders.

Client presentations
Working with
   stakeholders
Design feedback
Redlining
   deliverables

Approaches to
   ideation
Synthesis methods
Product roadmaps
Understanding your
   values

PHASE 5
CAREER PHASE

Full-time: Weeks 18 - 21
Part-time: Weeks 37 - 42

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

Case studies
Portfolio site and
   platforms
Portfolio domain
   names
Personal statements
Personal branding
Résumés
LinkedIn + social
   media

Alumni interviews
Interview best
   practices
Cover letters
Studio tours
Career mentors
Freelancing
Long-term careers

POST GRADUATION

Average time to employment: 3-6 Months

Describe the narrative of your collected skills and experiences to hiring managers and continue learning as a professional with the support of a dedicated career coach.

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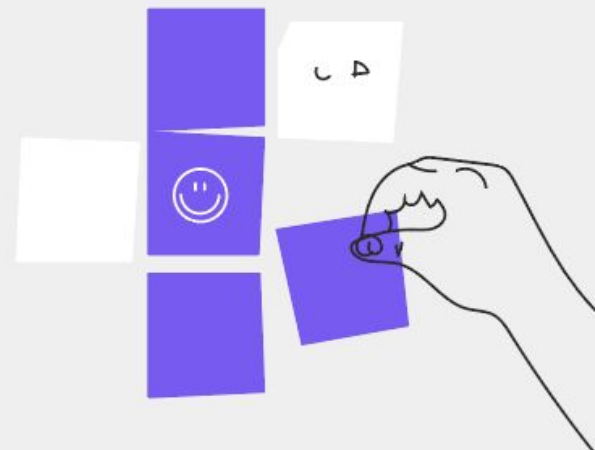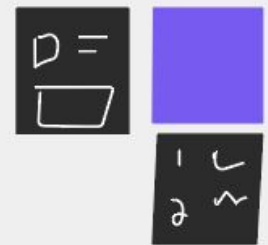
ITERATION AND CRAFT
Designers take care to make sure their work is well-made, well-considered, and purposeful.

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

AMBIGUITY
Design comes with very few "right answers."

Hear from our grads

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."

Hear from our grads

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."

ANNABELLE 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 come from a variety of backgrounds.

CAREER STARTERS
With minimal job or design experience

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

CAREER ADVANCERS
with advanced experience in or related to design.

- Graphic designers
- Motion designers
- Design strategists
- Architects

CAREER SWITCHERS
With experience in a profession unrelated to design

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

Great applicants have these skills.

SIGNIFICANT EXPERIENCE

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

SOME EXPERIENCE

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

GOOD EXPERIENCE

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