EDACY

Curriculum

PRODUCT DESIGNER

UI-UX

COURSE OVERVIEW

This 12-week intensive program equips experienced designers to transition into strategic Product Design roles. Participants will master advanced user-centric design techniques, enhance their visual and interaction design skills, and learn to lead and manage design strategies effectively within cross-functional teams.

COURSES DESCRIPTION

Participants will gain advanced knowledge in UI/UX design through hands-on projects, expert-led workshops, and mentorship sessions. The curriculum covers comprehensive user research, design methodologies, prototyping, usability testing, and cross-functional collaboration.

LEARNING OBJECTIVES

TECHNICAL SKILLS:

By the end of this course, students will be able to:

▶ Master user-centric design principles and UX methodologies.

▶ Create comprehensive user personas and journey maps.

▶ Develop low to high-fidelity prototypes effectively.

▶ Conduct thorough usability testing and iteration.

▶ Use data-driven decision-making to optimize designs.

LEARNING OBJECTIVES

SOFT SKILLS:

By the end of this course, students will be able to:

- ▶ Communicate effectively with stakeholders.

- ▶ Lead collaborative, cross-functional design teams.

- ▶ Develop strategic thinking within design processes.

- ▶ Foster innovation and creative problem-solving.

- ▶ Effectively manage design projects and timelines.

WEEKLY CURRICULUM BREAKDOWN

WEEK 1 :

PRODUCT VISION AND AGILE FUNDAMENTALS

▶ Role and responsibilities of Product Designers

▶ Developing and aligning a compelling product vision

▶ Agile and sprint-based design frameworks

▶ Defining clear project objectives

▶ Effective vision communication

WEEK 2 :

USER RESEARCH AND PROBLEM DISCOVERY

- ▶ Advanced user research methodologies

- ▶ Identifying user needs and pain points

- ▶ Creating detailed user personas

- ▶ User journey mapping

- ▶ Conducting effective empathy interviews

WEEK 3 :

IDEATION & CONCEPTUALIZATION

- ► Ideation and brainstorming techniques

- ► Evaluating design concepts

- ► MVP definition and feasibility analysis

- ► Visualizing concepts effectively

- ► Lean UX principles

WEEK 4 :

INFORMATION ARCHITECTURE & WIREFRAMING

- ▶ Fundamentals of information architecture

- ▶ Low-fidelity wireframes creation

- ▶ User flows and site maps

- ▶ Task and flow analysis

- ▶ Designing initial prototypes

WEEK 5 :

USABILITY TESTING & FEEDBACK

- ▶ Designing and conducting usability tests

- ▶ Gathering and analyzing user feedback

- ▶ Iterative design improvements

- ▶ Basic analytics tools for UX (e.g., Hotjar)

- ▶ Documenting usability insights

WEEK 6 :

VISUAL DESIGN ESSENTIALS

- ▶ Principles of visual hierarchy
- ▶ Grid systems and responsive design
- ▶ Typography and color theory
- ▶ Developing style guides
- ▶ Consistency in visual branding

WEEK 7 :

DESIGN SYSTEMS AND PROTOTYPING

- ▶ Creating and managing design systems (Figma Libraries)

- ▶ Mid-fidelity prototyping techniques

- ▶ Component-based design approach

- ▶ Bridging design and development workflows

- ▶ Effective design documentation

WEEK 8 :

AI-AUGMENTED DESIGN WORKFLOWS

- ▶ Integrating AI/ML into design processes

- ▶ Leveraging AI tools for efficiency

- ▶ Automating repetitive design tasks

- ▶ Ethical considerations in AI design

- ▶ Demonstrating AI integration value

WEEK 9 :

HIGH-FIDELITY PROTOTYPING & DEVELOPER HANDOFF

- ▶ High-fidelity prototype creation

- ▶ Finalizing visual and interaction designs

- ▶ Preparing detailed design specs for developers

- ▶ Tools for efficient developer handoff

- ▶ Maintaining design quality during development

WEEK 10 :

AGILE & STAKEHOLDER MANAGEMENT

- ▶ Effective stakeholder presentations

- ▶ Managing stakeholder expectations

- ▶ Agile workflows in design teams

- ▶ Feedback integration and iterative design

- ▶ Prioritizing product requirements

WEEK 11 :

ADVANCED USABILITY TESTING & ITERATION

- ▶ Advanced usability testing techniques

- ▶ Finalizing high-fidelity designs based on user feedback

- ▶ Refining interactions and accessibility

- ▶ Preparing design solutions for final evaluation

- ▶ Creating comprehensive test reports

WEEK 12 :

FINALIZING & PRESENTATION PREPARATION

- ▶ Polishing final design deliverables
- ▶ Comprehensive design documentation
- ▶ High-fidelity prototypes finalization
- ▶ Effective storytelling and presentation skills
- ▶ Preparing for final stakeholder review

UPON COMPLETING THIS PROGRAM, PARTICIPANTS WILL POSSESS THE COMPREHENSIVE SKILL SET REQUIRED TO LEAD AND MANAGE PRODUCT DESIGN INITIATIVES EFFECTIVELY, PREPARING THEM FOR SENIOR UI/UX ROLES.