



Applied User Experience Design

Want to build and launch innovative products that provide users with a delightful digital experience? User Experience (UX) Design is an emerging and in-demand role in Alberta — now is the perfect time to upskill or discover new career opportunities.

Through hands-on, experiential learning, you'll discover what it's like to work on a product team by collaborating on a capstone project with real-world clients. Graduates will leave with a diverse portfolio, showcasing digital skills and design stories to employers.

User experience is becoming more important than ever as companies realize that creating an accessible and positive user experience for their products and services is vital for organizational success and gaining a competitive advantage in a highly competitive marketplace. This is reflected in the current demand for user experience designers in Alberta in almost every industry – media, telecom, insurance, healthcare, financial services, transportation, retail, education, government and more. An emerging role in technical teams, UX Designers work as part of a team with product managers and technical resources to create delightful experiences.

In this immersive 12-week program, you will use design thinking and apply your UX skills by working directly with a product manager and a software development team — in an agile setting — to build a technical product that solves real problems for a real client. Graduates of this program will come away with a foundation in UX Design and the ability to add immediate value, with an in-depth understanding the role of UX, and the collaborative nature of working within a product team.

What you'll learn

UX foundational skills:

- Design fundamentals
- Psychology fundamentals
- Understanding user vs. business needs
- Human-centered design
- Problem framing and prioritization techniques
- Finding and reporting insights
- UX research and documentation
- Viable solutions (people, business and tech)
- User Interface (UI) design fundamentals

Technical skills:

- UX/UI tools
- Preventing scope creep and improving focus
- Solutioning techniques
- Story mapping
- Prototyping
- Design Systems for the product
- Usability testing
- Validating and reframing insights

Essential skills:

- Communications for high-performing teams
- Emotional intelligence (EQ)
- Agile mindset and methods

Admission requirements

Application dates

- The application deadline for this bootcamp is Sept 5, 2022.

Program requirements

This program is best suited to applicants with the following skills and mindset:

- Early to mid-career worker with some professional experience
- Digitally literate, comfortable with technology
- Growth mindset
- Comfortable working cross-functionally, and presenting information to many teams
- While not required, the program is particularly suited to people with a background in advertising, communications, marketing, web or app development, customer service or hospitality
- Proof of English proficiency required
- No coding or programming experience needed

Application process

The first step is to complete the online application form and include a copy of your current resume.

Our team will review your application within the next business day, and one of our Talent and Career Specialists will contact you to arrange a short interview. Admission will be extended on a first-qualified, first-offered basis until the program is full.