



upGrad

UI/UX Design Bootcamp

Land an Exclusive Interview Opportunity!

INDEX

About upGrad	02
About the Bootcamp	03
Program Highlights	04
Program Details	05
Why this Bootcamp	06
Program Curriculum	07
Project Portfolio	16
Our Subject Matters Expert	17
Companies that Trust upGrad Learners	18
Tools and Technologies Covered	19

ABOUT UPGRAD

upGrad is an online education platform to help individuals develop their professional potential in the most engaging learning environment. With an exponential increase in demand for skilled individuals, our aim is to help working professionals upskill in emerging new-age technologies.

“UI/UX Design Bootcamp” aims to deliver conceptual knowledge along with hands on-experience to ensure a successful start for your career in the industry. At upGrad, we aim to leverage technology in order to transform the way education is delivered in the digital age.



Our Aim is Simple:

We strive to create high-impact, hands-on experiences that prepare students for meaningful and productive careers.

Ronnie Screwvala

Co-founder and Executive Chairman

upGrad

ABOUT THE BOOTCAMP

Our UI/UX (User Interface/User Experience) Bootcamp is a comprehensive program designed to teach participants the fundamental principles and practical skills required to become proficient UI/UX designers. The bootcamp covers a range of topics, including design thinking, wireframing, prototyping, usability testing, and user research.

Participants will learn how to create effective user interfaces that are aesthetically pleasing, easy to use, and intuitive. They will also learn how to analyze user behavior and design solutions that meet the needs and expectations of users. The bootcamp includes a mix of lectures, hands-on exercises, and real-world projects.

Participants will work in teams to design and develop their own projects, which will be reviewed and critiqued by industry professionals.

Upon completion of the bootcamp, participants will have a portfolio of projects that demonstrate their skills and understanding of UI/UX design principles. They will be prepared to apply their knowledge in real-world scenarios, showcasing their ability to create user-centric and visually appealing designs, making them valuable assets to employers seeking talented professionals in the ever-evolving realm of UI UX design.



PROGRAM HIGHLIGHTS

126

Hours Instructor-Led
Sessions

21+

Hours of Self-Paced
Video Content

e-Book

101 UX Principles - A
Complimentary e-Book

18

Assignment for
Enhanced Learning

1

Master Class by
Industry's Top Expert

1

Real-World Project for
Applied Learning

PROGRAM DETAILS



Program Duration

3 Months



Eligibility Criteria

Final year students pursuing their graduation or professionals with 0-3 years of experience wanting to kick-start career in UI/UX Domain can apply for the program.

Admission Process



Step 1:
Apply for the program



Step 2:
Complete your application



Step 3:
Pay block amount



Step 4:
Reserve your seat

WHY THIS BOOTCAMP?

Here are some reasons why a **UI/UX Bootcamp** can be beneficial:

- 1. Career Development:** This UI/UX Bootcamp will help you transition into design careers or enhance your existing skills ensuring you remain competitive in the job market.
- 2. Hands-On Learning:** Our UI/UX Bootcamp offers a project-based approach to learning, allowing you to apply the concepts they learn to real-world design challenges.
- 3. Industry-Relevant Curriculum:** Our UI/UX Bootcamp is meticulously crafted by industry experts to ensure its relevance and up-to-dateness, aligning with the current needs of the industry.
- 4. Flexibility:** This Bootcamp provides a flexible learning environment, with on-demand learning option, enabling you to balance education with your current job commitments.

	Video Courses	Bootcamps	upGrad
Internship	No	No	Yes
Cloud labs	No	No	Yes
Industry projects	No	Yes	Yes
Interview Opportunity*	No	No	Yes
Career Guidance Sessions	No	Yes	Yes
Live Hands-on Training	No	No	Yes
Build Portfolio from Day-1	No	No	Yes

PROGRAM CURRICULUM

Fundamentals and Introductions

UI UX

- ✓ What is Design?
- ✓ What is UI and UX?
- ✓ Differences between UI and UX
- ✓ History of UX

Usability

- ✓ What is Usability?
- ✓ Real-world Examples
- ✓ Digital examples

Design Thinking

- ✓ Design Thinking process
- ✓ Double diamond approach

Introduction to Design Problem

- ✓ Portfolio design
- ✓ Design Exercise to understand DT approach

Introduction to Figma

- ✓ Detailed explanation about Figma
- ✓ Learning Figma Interface
- ✓ Setting up new projects
- ✓ Adding and editing content
- ✓ Starting the first design
- ✓ Sharing and Exporting

PROGRAM CURRICULUM

Research, Analysis, and Synthesis

UX Research

- ✓ How to conduct stakeholder analysis
- ✓ How to conduct stakeholder interviews
- ✓ Understanding client requirements
- ✓ Understanding your target audience

Methods of User Research

- ✓ Primary and Secondary
- ✓ Qualitative and Quantitative

Creating Surveys

UX Interview and Data Collection

- ✓ Create open-ended interview questionnaire
- ✓ Design challenge to understand how a real world user interview process works
- ✓ Identifying user needs
- ✓ Learning to map user needs
- ✓ Learning to map business needs

Competitive Analysis

- ✓ In-depth competitive analysis
- ✓ SWOT chart to understand market opportunities
- ✓ Take up a problem statement

Data Analysis

- ✓ Organizing collected data into common themes through affinity mapping
- ✓ Generating insights.

PROGRAM CURRICULUM

Ideation and Designing

Ideation

- ✓ Methods of idea generation and shortlisting.
- ✓ How Might We statements and Creating Design Statement. Apply learning on a design problem and present in class.

Creating User Flows

- ✓ Task flow of users
- ✓ Creating user flow of app
- ✓ Create user flow of an existing app eg. Gpay, Ola

Information Architecture

- ✓ Card sorting methods for generating IA
- ✓ Types of card sorting
- ✓ IA of an existing app through reverse design process

Navigation Design

- ✓ Navigation design and sitemap generation
- ✓ Types of Navigation
- ✓ Do's and Don'ts
- ✓ Create sitemap of an existing application to understand the detailing involved in it

Cognitive Biases

- ✓ Cognitive biases in design
- ✓ Biases that help in curating user centric solutions
- ✓ Introduction to 20-30 Cognitive biases of human psychology.
- ✓ Medium fidelity in Figma
- ✓ Create medium fidelity prototyping in Figma
- ✓ Introduction to grids, style and plugins in Figma.
- ✓ Prototyping in figma.

PROGRAM CURRICULUM

Practice High Fidelity Design in Figma

- ✓ Intro to types of interactions
- ✓ Intro to Micro-Interactions
- ✓ Creating interactions and micro-interactions in Figma by prototyping previously made High Fidelity UI

Design System

- ✓ Introduction to design system
- ✓ Understanding components of Google material design and Apple's iOS.
- ✓ Intro to Spatial UI
- ✓ Create spatial UI components of designed UI in Figma

Sketching

Intro to Wireframing

- ✓ Basics of sketching
- ✓ Creating low fidelity wireframes

Paper Prototyping

- ✓ Replicating an existing UI of any app
- ✓ Presenting screen designed by Students

Wireframing and Prototyping

Prototyping

- ✓ Making interactive prototypes in Figma.
- ✓ Converting previously drawn paper prototypes to medium fidelity in Figma

PROGRAM CURRICULUM

Usability Testing

- ✓ Usability testing
- ✓ Getting participants
- ✓ Performing testing
- ✓ Creating tasks for testing

Methods of Usability Testing

- ✓ A/B Testing
- ✓ Remote Usability Testing
- ✓ Gorilla Testing
- ✓ Mobile first design
- ✓ Responsive design
- ✓ Different Types of Accessibility

Accessibility in Design

- ✓ Intro to AA and AAA W3 accessibility guidelines
- ✓ Lean and Agile UX
- ✓ Learning through Examples

Intro to Visual Design

- ✓ Grids and Spacing
- ✓ Design Principles
- ✓ Layout
- ✓ Typography
- ✓ Iconography
- ✓ Hierarchy

Design Principles

- ✓ Visibility
- ✓ Mapping
- ✓ Consistency
- ✓ Constraints
- ✓ Grids and spacing
- ✓ Types, benefits, rules, importance and values

PROGRAM CURRICULUM

- ✓ Layouts (types and rules)
- ✓ Hierarchy principles
- ✓ Gestalt principles

Intro to Visual Design

- ✓ Color Theory
- ✓ Branding and Moodboard generation
- ✓ Gestalt principles
- ✓ Creating UI Components and styles in Figma.
- ✓ Create moodboard for medium fidelity prototypes

Portfolio

Portfolio and Resume Guidance

- ✓ Intro to case study design for portfolio
- ✓ Storytelling in portfolio
- ✓ Creating case study on behance and medium
- ✓ Learning through sample case studies
- ✓ Guide to create a CV for the role of UI/UX Designer
- ✓ Creating visibility on LinkedIn and Instagram

Portfolio Review

- ✓ Portfolio review
- ✓ Guide to questions that might be asked by recruiter based on portfolio.

Career Path

Interview Preparation

- ✓ Guide to crack user interview
- ✓ Commonly asked questions
- ✓ How to crack a whiteboard challenge?
- ✓ Examples and Live practice
- ✓ How to tackle 24 hour design challenge

PROJECT PORTFOLIO

Build Real-World Projects - from Concept to Completion

Get hands-on design experience by working on industry-grade projects from Day-1. Learn something new with each class and apply those learnings to your assignments and projects. By the end this Bootcamp, you'll have a solid project portfolio to showcase every potential recruiter.

Type of Project

PERSONAL / PORTFOLIO
Design your personal website and portfolio like a pro



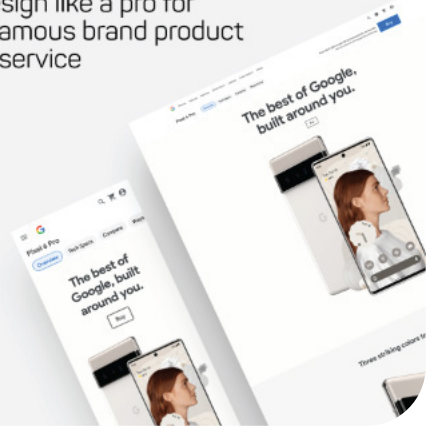
E-COMMERCE / NFT MARKET
Design an E-Commerce or NTF market website and app like a pro



BOOKING SERVICE
Design like a pro for a famous brand in booking and ticketing service



LANDING PAGE
Design like a pro for a famous brand product or service



TOOLS AND TECHNOLOGIES COVERED

FigJam 



User Testing



miro



OUR INSTRUCTORS



Neeraj Kheria
Director
Make My Brand



Ritika Singh
Sr. Designer
Ex.TCS



Vishu Agarwal
UI/UX Trainer
Ex. MAAC



Karthik Rahul
UI/UX Design Trainer
MOURI Tech



Uruj Kohari
UI/UX Consultant
Ex. Reliance



Manoja Cherukupalli
UX Designer and Trainer
Ex. Tech Mahindra

COMPANIES THAT TRUST UPGRAD LEARNERS

amazon

accenture

EY Building a better
working world

AXIS BANK

KPMG

Uber

IBM

Adobe

Tech
Mahindra

groupm

Cognizant

genpact

Capgemini

Deloitte.

Flipkart

fractal
INTELLIGENCE FOR IMAGINATION

KANTAR

ugam
POWERING ANALYTICS
INTO ACTION

OUR TESTIMONIALS



Aditya Panchal

UI/UX Designer



As a graphic designer seeking career advancement my research led me to upGrad, where I embarked on a rewarding journey under the exceptional guidance of our mentor Uruj Kohari. His continuous support enhanced the course experience. Each batch is paired with a buddy for swift doubt resolution within 24 hours. The program also includes valuable soft skill sessions. Overall it's a positive experience.



Abhilash Dasuri

UI/UX Designer



I recently completed the UI/UX Bootcamp program from upGrad and I was very impressed with the entire experience. The instructors were knowledgeable and engaging, and the learning format online was flexible and convenient. I learned a lot from the program and I am already seeing the benefits in my work. I would highly recommend upGrad to anyone looking to improve their skills and knowledge in UI/UX.

OUR TESTIMONIALS



Manjima C

UI/UX Designer



I have recently completed the course UI/UX Bootcamp from upGrad. This journey has been nothing short of amazing, filled with valuable insights, hands-on projects, and a supportive community. If you're passionate about design and user experience, I highly recommend considering upGrad's UI/UX Bootcamp. It's more than just a learning experience – it's a transformative journey that equips you with the skills and confidence to make a real impact.



Hitesh Sharma

UI/UX Designer



I am delighted to have completed my journey with UpGrad. Three months ago, I joined UpGrad to learn about UI/UX design. I was intrigued by designing UI/UX after my college ended and wanted to learn about the same, but due to some circumstances, I did not do that. I joined Amazon and got occupied. Before joining Amazon, I did freelance designing of wireframes and handled three projects. I was able to learn about wireframing through YouTube however, I had limited knowledge about the approach of a designer towards a project. I decided to learn the complete design process with UpGrad and now I find myself confident enough to enter this new world with no hesitation.

upGrad

🔍 upgrad.com

For further details, **contact**



bootcampsupport@upgrad.com



1800 210 2020

We are available 24*7

upGrad Education Private Limited. Nishuvi, 75, Dr. Annie Besant Road Worli, Mumbai - 400018
Corporate office: Lexington Towers, Bangalore- 560029