



# Professional Diploma in UX Design

What you'll learn

**The full UX  
process**

Duration

**6 months**

Commitment

**5 hours per  
week**

Format

**Online, self-paced  
with live support  
and mentoring**

University credit-rated by:



University for the Common Good

Validated by design leaders at:

Google



HubSpot

Meta

LinkedIn



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# Welcome

You're reading this because your career matters to you. And user experience (UX) design is a great career choice. It's a unique mix of psychology, technology and design. UX skills are in demand and best of all, it's satisfying, rewarding and meaningful work.

That is why we have designed this Professional Diploma in UX Design – to open doors for people like you into a profession that needs skilled UX designers.

You'll get a chance to shape the technology that is changing our world. Without good design, it will become a complicated, frustrating and alienating place.

The future deserves world-class UX design.  
And it needs more world-class UX designers.



**Colman Walsh**  
CEO  
UX Design Institute

# About the UX Design Institute

The UX Design Institute provides the gold standard in UX education across the globe. We go to great lengths to ensure that the quality of our UX training is second to none.

All of our courses are:

## 1 University credit-rated



University for the Common Good

## 2 Endorsed by design leaders at some of the world's top companies



At the UX Design Institute we are driven by the belief that people deserve meaningful and rewarding careers. We are proud to have helped thousands of people pursue successful careers in UX design.

4.9



Google

4.8



SwitchUp

4.8



Course Report

# University credit-rating



As you decide which UX design course is right for you, it's important to consider the certification you'll receive upon completion.

## Why does certification matter?

An official certification is a stamp of approval by an independent organisation to say that a course meets the highest quality standards. Having an official UX certification is the best way to stand out to employers.

## Is this course certified?

Our Professional Diploma in UX Design is credit-rated by Glasgow Caledonian University, a highly-rated UK university.

Upon completion, you will be awarded 30 SCQF credits at Level 8. [Learn more about the university credits here.](#)



# “The university credit rating was really important.”

When I was applying for UX jobs it showed employers that I had a distinguished, reputable and legitimate qualification. I hadn't just done some random UX design course online.”



**Stephanie Bell**  
UX Designer  
@The Hut Group







# Course details

## Who is the course for?

Whether you are just getting started, or you're already working in UX design, this course has something for you.

## What will I get from the course?

-  You'll learn to think like a UX designer and adopt a UX mindset
-  You'll gain the confidence that comes from a true, deep understanding of UX
-  You'll have job-ready skills and a portfolio of real-life projects to show hiring managers
-  You'll be a certified UX designer with a real, university credit-rated qualification

## Who created the course?

The Professional Diploma in UX Design is created and validated by a panel of industry experts from top companies in tech. This panel, known as our Industry Advisory Council ensures that our content is what the industry — and hiring managers — are looking for.

**“My role on the Advisory Council is to help ensure the UX Design Institute produces graduates with the qualities that employers find valuable.”**



**Tansy Murray**  
Director, Product Design  
Meta

# Course delivery



## Online, self-paced learning

The Professional Diploma in UX Design is designed to be flexible. Most of our course content is delivered as bite-sized, on-demand video lessons. This means you have the flexibility to study in your own time, while project deadlines keep you on track.



## Live support and mentoring

We're here to help you at every step of your learning experience with:

- Live support from your tutors to answer any questions you have about the course
- Project feedback from expert mentors during live workshops every week
- 1:1 support in finding a job from our career advisors
- Peer support from our vibrant community of current and aspiring UX professionals



## 6 month schedule, 12 month access

For those who are motivated by deadlines, we offer an optional 6-month schedule. This outlines when you need to watch each module and submit each project in order to complete the course within 6-months. If you stick to this schedule, you'll need to complete around 5 hours of study each week. Keep in mind that this schedule is simply a recommendation. You will have access to the course for a total of 12 months.



# Course curriculum

## Core modules

The course features an in-depth syllabus of 11 core modules covering all the essential aspects of UX design.

### Modules include:

- 1 Introduction to UX design
- 2 User research
- 3 Analysis techniques
- 4 Structure and navigation
- 5 Interactions
- 6 Design principles
- 7 Design patterns
- 8 Workflows
- 9 Mobile
- 10 Prototyping and handover
- 11 AI and UX Design

## Bonus content

The course also includes additional modules to help ensure you are job ready, including:

- Video lessons offering guidance on how to create your UX portfolio
- Tutorials to help you master Figma, the industry-standard design tool
- Recordings of 'UX insiders' webinars with industry experts

## Portfolio projects

As part of the course you will complete a series of 11 projects to help you to create a high-quality portfolio and showcase your job-ready skills.

### Projects include:

- Competitive benchmarking
- Online survey
- Note-taking
- Usability test
- Affinity diagram
- Customer journey map
- Flow diagram
- Interaction design
- Interactive prototype
- Annotating your prototype
- Usability testing your prototype



# Introduction to UX design

This module will give you a strong, foundational understanding of the user experience (UX) design process. You'll learn that UX design is a problem-solving discipline focused on building products that solve problems for the user. You'll also get a clear sense of the role of research in design, which will be explored fully in Module 2.

## In this module, you will learn:

- What user experience (UX) design is and why it is essential for designing products users love.
- What happens at each stage of the UX process and the importance of each step.
- The importance of understanding the user's contexts, goals and behaviours when designing a digital product or service.
- How to communicate the value of UX to other business stakeholders.
- Important concepts within UX such as agile development, mental models, the paradox of specificity, prototyping and fidelity.

# User research

This module will help you to see research as the key ingredient underpinning UX Design. You'll learn about a range of research techniques and methods, including usability testing, interviewing, card sorting, online surveys, A/B testing and heuristic evaluation.

## In this module, you will learn:

- The importance of research in the UX process.
- How to distinguish between different types of research, for example qualitative vs. quantitative, and observational vs. attitudinal research.
- What research bias is and how to remain impartial as a user researcher.
- How to carry out your own usability tests and take effective notes.
- How to conduct other research methods including online surveys, card sorting, A/B testing and depth interviews.
- The concept of a heuristic score and how it is used to evaluate how well software measures up to best practice.

# Analysis techniques

In this module, you'll understand the need to analyse the research data that you gather. This module will look at a number of frameworks and techniques that will help you make sense of raw, unstructured data.

## In this module, you will learn:

- The concept of triangulation and the benefits of this approach.
- How to use affinity diagrams to analyse unstructured data and uncover insights.
- How to create customer journey maps to visually represent a user's experience as they interact with a digital product or service.
- The benefits and pitfalls of user personas, and how to create accurate personas to represent your target audience.
- How to prepare a customer value curve to assess how your product performs compared to competitors.
- How to use empathy maps to visualise what your users say, think, and feel, as well as their behaviours and goals.

# Structure and navigation

In this module, you'll learn how to define a clear structure and information architecture for your software. This in turn will help you to design intuitive navigation and a smooth flow for your users.

## In this module, you will learn:

- How information architecture determines the way a website or app is structured, and how it reduces friction and helps users achieve their goals.
- The benefits of user flow maps for understanding how users move through a website or app.
- How to create a flow diagram, to map out each user interaction and screen state.
- How to use navigation patterns effectively to guide users through a website or app, and improve their overall experience.

# Interactions

Interaction design is where we get to define what happens when people ‘touch’ our software. How does it respond when users enter data? Press buttons? Click on navigation? This module will teach you the components of an interaction and how these components – controls, rules, and feedback – facilitate an interaction.

## In this module, you will learn:

- How users engage with software through a series of interactions and micro-interactions.
- The role of controls in helping users determine how they will engage with a digital product.
- How to apply interface elements such as tabs, radio buttons and checkboxes as part of your designs.
- The importance of rules for defining how the user interface will work.
- The concept of feedback and how it guides users on what to do next.
- The benefits of sketching to visualise and develop your design ideas.

# Design principles

This module will enable you to harness the power of design principles to create high-quality software. Design principles are proven guidelines and rules for effective design. They stem from different disciplines including advertising, architecture, and software development. You'll learn why using design principles as reference points will increase the probability that your designs and software will be successful.

## In this module, you will learn:

- The importance of design principles such as affordances, conventions, feedback, constraints and forgiveness.
- The theory of Hick's Law and how it can be applied to the design of user interfaces.
- The concept of progressive disclosure and the benefits of this approach when presenting information to users on websites or in apps.
- The theory of Fitt's Law and how it can be applied to the design of user interfaces.

# Design patterns

In this module, you'll be introduced to the concept of design patterns: reusable solutions to common problems in software. By using these common solutions, you can ensure that your designs are more perceivable and predictable for your users.

## In this module, you will learn:

- How chunking, alignment and visual hierarchy can help users understand information more quickly and accurately.
- How to help guide users through a digital interface with progress indicators and smart defaults.
- How a 'call to action' is used to guide a user toward completing a particular task or behaviour.
- The concept of digital affordances and how they contribute to a more smooth user experience.
- The benefits of pattern libraries as a reference point when starting a new design.
- How to help and support users to progress through their flow with error handling and inline validation.

# Mobile

Module 8 focuses on designing effective mobile applications. You'll understand the key differences between responsive websites, mobile websites, and native applications. You'll also learn about different mobile application types and gain an understanding of mobile design patterns.

## In this module, you will learn:

- The high-level implications and constraints of designing for mobile versus desktop, such as screen size and space, content limits, and reading and viewing restrictions.
- The differences between responsive websites, mobile websites and native apps, and how each of them are built.
- What is meant by the term 'app unbundling' and the rationale for this approach.
- The two main mobile app flows: linear and hub-and-spoke, and the characteristics of each.
- The five main styles of mobile navigation and the ideal scenarios where each should be implemented.
- Why well-displayed content is particularly important when it comes to mobile apps.



# Workflows

In Module 9, you'll learn the importance of designing effective workflows which allow users to complete common tasks like registration, onboarding and sign-in. You'll also be introduced to complex forms and payment flows, along with techniques to improve user trust in your designs.

## In this module, you will learn:

- The concept of workflows and how they help users complete a defined task.
- How to design registration, onboarding and sign-in screens following optimal design patterns.
- How complex forms can be designed to minimise the amount of user input and effort required.
- How to design a payment page following best design practices to minimise user abandonment.
- The concepts of micro-tasks and modes and how to design these effectively.
- The purpose of notifications and how to write them effectively.

# Prototyping and handover

In this module, you'll gain the skills and knowledge to build interactive prototypes. You'll learn the differences between high, medium, and low-fidelity prototypes. Finally, you'll recognise the importance of clear handover documentation when transitioning from design to build.

## In this module, you will learn:

- How prototypes offer a cost effective technique for iterating designs.
- The differences between low, medium and high fidelity prototypes.
- The key considerations involved in choosing the appropriate fidelity of a prototype.
- How to use the prototyping tool Figma to create a medium fidelity prototype.
- How to progress from a medium fidelity prototype to a higher fidelity, interactive prototype using proto.io.
- How to effectively handover your designs so they can be built by software developers.

# AI for UX design

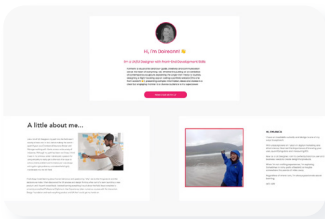
Module 11 will explore how AI can help you design better and what you should consider when designing AI products. You'll learn how to integrate tools like ChatGPT into your workflow, and what's different about designing for AI-assisted experiences. You'll also hear from senior professionals on AI's role in UX.

## After completing this module, you will:

- The benefits of using AI tools in your workflow.
- Current AI limitations and the importance of human judgement when it comes to using these tools.
- The current landscape of available AI tools for UX design.
- How to use ChatGPT to assist with common tasks in user research, analysis and design.
- Emerging approaches and techniques for designing AI-assisted products.
- The current thinking on the role of AI in UX, today and in the future.

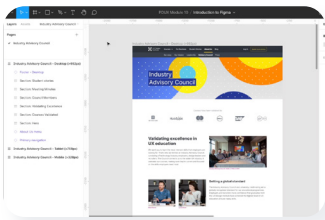
# Bonus content

The Professional Diploma in UX Design also includes 3 additional modules to help ensure you are job ready, including:



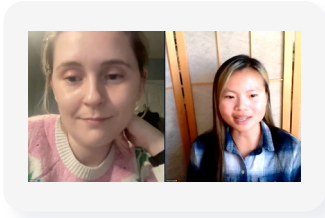
## Creating your portfolio

Learn how to structure your portfolio to best showcase your skills.



## Tutorials for Figma

A curated set of tutorials to help you master Figma, the industry-standard design tool.



## UX insiders

Interesting and insightful talks from experts working in the field of UX.

## Want to know more about the course curriculum?

Book a free, no pressure consultation with one of our education advisors.

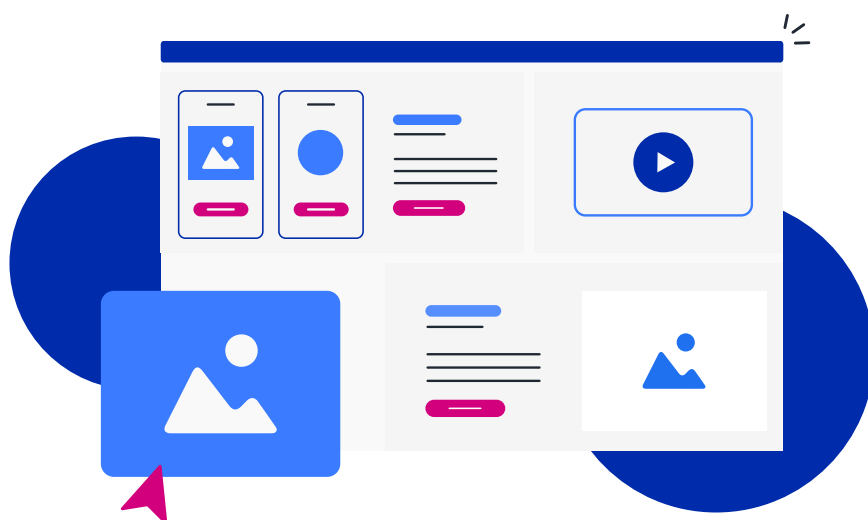
[Book a call](#)

# Portfolio projects

## Why is a portfolio important?

If you're looking to start a career as a UX designer, you'll need a portfolio — it's an essential component of UX job applications. A portfolio is how you showcase your UX skills.

As part of the Professional Diploma in UX Design, you'll complete a series of projects to help you create a high-quality portfolio. This means you will leave the course ready for the UX job market. To find out more about UX portfolios and how you can stand out to employers, [book a call with one of our education advisors](#).



## Will I complete portfolio projects on the course?

There are eleven portfolio projects included in the Professional Diploma in UX Design that guide you through researching, designing, and prototyping a website or mobile app. Eight of the projects are mandatory and three are optional.

Projects are organised into four blocks:





## Research projects

### Project 1: Competitive benchmark (optional)

Evaluate the websites or apps of market competitors for your chosen case study to figure out what they do well, and learn from what they are doing wrong.

### Project 2: Online survey (optional)

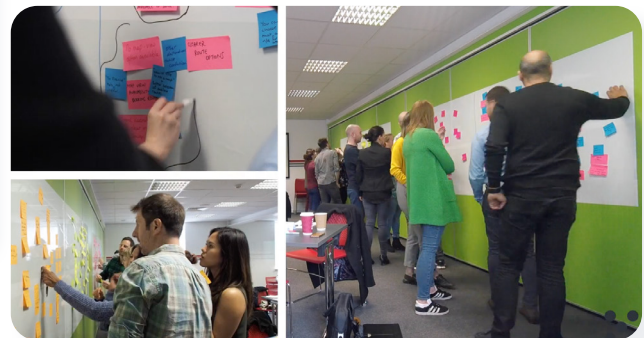
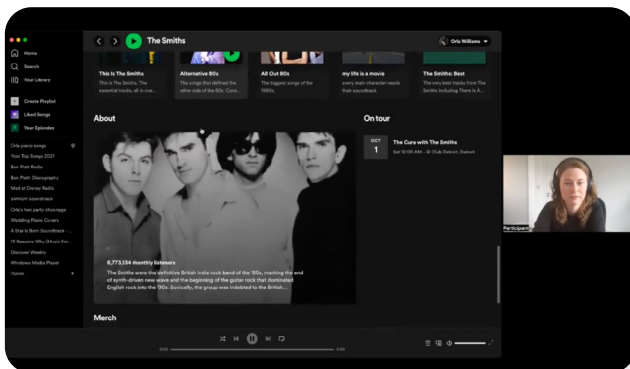
Create a survey and gather data to learn more about the goals of people that use websites or apps related to your chosen case study.

### Project 3: Note-taking

Observe usability tests and practice taking notes of key insights from the sessions.

### Project 4: Usability test

Set-up, moderate and record your own usability test with a real research participant, to understand their goals, pain-points and behaviours.



## Analysis projects

### Project 5: Affinity diagram

Review all of the research gathered during your previous projects and create an affinity diagram to represent what you've learned so far.

### Project 6: Customer journey map

Build an overall picture of the user's experience with a customer journey map, highlighting the main pain points and positive interactions they encountered during the usability testing.



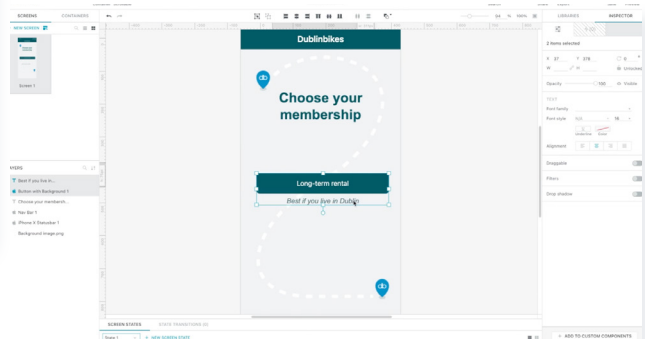
## Concept projects

### Project 7: Flow diagram

Develop a high-level booking flow for your website or app, from the homepage to the booking summary screen.

### Project 8: Interaction design

Sketch the screens for the booking process on paper, before creating your digital prototype.



## Design projects

### Project 9: Prototype

Create an interactive prototype for your mobile or desktop app in Figma.

### Project 10: Usability test (optional)

Conduct a usability test of your clickable prototype to evaluate the flow and interactions with a real user.

### Project 11: Annotations

Create annotations for your desktop or mobile app — these are the notes that detail the functionality and behaviour of how the product should work.



## Have a question about UX portfolios?

Book a free, no pressure consultation with one of our education advisors.

[Book a call](#)

# Course assessment

Students are assessed in two categories: the quality of their project work and their score in the online exam.

## Project work

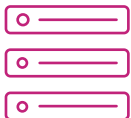
Your projects will be graded by our Student Success team (your course tutors). You'll need to submit and pass each of the 8 mandatory projects in order to be eligible to sit your online exam.



**Projects account for 60% of the overall assessment**

## Online exam

After passing your 8 mandatory projects you can sit your online exam whenever you are ready. The exam is multiple choice and it can be taken at any time and place that suits you. Resits are available if you don't pass first time. Each module on the course includes a practice quiz to help you prepare for your exam.



**The exam accounts for 40% of the overall assessment**

**“I'd definitely recommend the course.**

For me, it meant being able to get into a job within months of graduating.”



**Cassandra Cardiff**  
Experience Research Lead  
@Pomegranate Media



# Support on the course

## Course tutors

The Student Success team are your course tutors. They will be your go-to for any questions regarding the course content or project work. They will be available throughout your course experience via email or Slack (an instant messaging app). They will provide you with support, guidance and feedback, and will also be the team grading your portfolio projects.

## Course mentors

Your course mentors are experienced industry professionals who currently work in UX. They will host weekly, live project feedback webinars to offer guidance on your project work. You can also use these webinars to ask any questions you have about working in the industry.

## Career advisors

You'll meet your career advisor as you approach the end of the course. They will meet you for a 1:1 career planning session to help you get job-ready. In this session, they will provide feedback on your portfolio and help prepare you for UX interviews.

## Student community

When you join the UX Design Institute you become part of a thriving community of students and graduates. You will have the opportunity to network with like minded individuals, interact with your peers and communicate with our team on Slack. It's a place buzzing with advice, support, job tips and more.

### Want to know more about course support?

Book a free, no pressure consultation with one of our education advisors.

[Book a call](#)

# Student success stories

79% of graduates from our Professional Diploma in UX Design get jobs in UX\*. They now work at great companies such as:

Google

amazon

Uber

airbnb

accenture

Deloitte.

Here are just some of our successful graduates:

“I got a job in UX less than a month after completing my diploma. The mentors were always willing to schedule one-on-one sessions to go over the portfolio and prepare for interviews.”



**Shreya Choudhari**  
Product Designer, *Vodafone*

“The knowledge I gained combined with the portfolio project I created was the perfect combination for me to take the next step in my career. I have no doubt it helped me land my role as a UX Designer at IBM”



**Luke Bracken**  
UX Designer, *IBM*



✓ Hired

**Annie Crossland**  
Product Designer  
*Cirevo*



✓ Hired

**Miller Curley**  
UX/UI Designer  
*AtkinsRéalis*



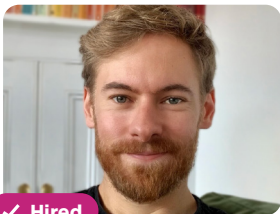
✓ Hired

**Nada Elmallah**  
UI/UX Designer  
*Brightskies*



✓ Hired

**Ana Carpio**  
UX Designer  
*Government of Canada*



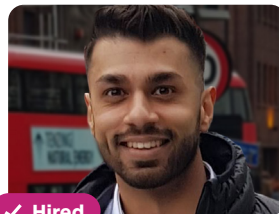
✓ Hired

**Daniel Guy**  
Interaction Designer  
*Ministry of Justice UK*



✓ Hired

**Carla Espinoza-Saenz**  
UX Designer  
*Metro Branding*



✓ Hired

**Ketan Mistry**  
UX/UI Designer  
*The Hut Group*



✓ Hired

**Christian Richards**  
UX Researcher  
*Equator*

\*Based on a survey sent to graduates, 12 months after engaging with our careers team

# Free career consultation

## Want to know if UX is the right career for you?

Book a free, no pressure consultation with one of our education advisors. From teachers to taxi drivers, our team has helped thousands of people from different backgrounds make a career transition with our UX course.

## What will you talk about on the call?

- **Your background:** Is UX for you?
- **Your skills:** Are they transferable to UX?
- **Working in UX design:** What is the job really like?
- **The UX job market:** What do you need to land your first role?
- **Salaries:** What do UX Designers earn?
- **Career switching:** How do you move to UX from a different career?
- **UX or UI:** What is the difference between them?
- **Course flexibility:** Can I fit the course in around my busy schedule?

Our education advisors are available for advice

Book a call

“I love what I do now and I wouldn't be where I am without the UX Design Institute.”



Jonny Fraser  
UX Designer  
@iheed



# FAQs

## Is the course flexible?

Yes. The Professional Diploma in UX Design is designed to be flexible. Most of our course content is delivered as bite-sized, on-demand video lessons so you can study in your own time, whenever and wherever suits you. For those motivated by deadlines, we offer an optional 6-month schedule, but this is simply a recommendation. You will have access to the course for a total of 12 months.

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## Will I get a mentor?

Yes. All our mentors are top-class UX professionals with many years of experience working in the field. They host weekly, live project feedback webinars to offer guidance on your project work. You can also use these webinars to ask any questions you have about working in the industry.

## Will I build a portfolio?

Yes. As part of the Professional Diploma in UX Design, you'll complete a series of projects to help you create a high-quality portfolio. There are eleven portfolio projects in total, that guide you through researching, designing, and prototyping a website or mobile app.

## Will I get career advice?

Yes. You'll meet your career advisor as you approach the end of the course. They will meet you for a 1:1 career planning session to help you get job-ready. In this session, they will provide feedback on your portfolio and help prepare you for UX interviews.

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