

UX Design

What is this specialisation about?

User experience (UX) designers focus on the interaction that users have with products, such as websites, apps, and wearable computers. They make those everyday interactions useful, enjoyable, and accessible. With new digital technology such as AI and Machine Learning being rapidly adopted in consumer products, UX designers play an essential role to digest and re-imagine how interactions with these products are useful, enjoyable, and ethical.

What will you do in the specialisation?

You will get theoretical frameworks, design methods, and technical tools for designing user experiences. Following the established User-Centered Design process, you will learn UX techniques such as defining user requirements, ideating new design solutions, rapid prototyping, usability studies, and iterative refinement. You will practice industry design tools such as Figma or Adobe XD. In addition, you will have the opportunity to explore the high-growth field of UX for AI and Machine Learning. Interested students can create a portfolio of multiple projects from the specialisation to share with potential employers.

How are the two parts of the specialisation organized?

The first part of the specialisation, UX Design I, familiarizes the student with the foundations of UX design. You will engage in smaller-scale projects, each covering a key area in the UX design cycle. The second part, UX Design II, extends the knowledge and skills you have learned to an end-to-end research-based design project. You will also learn theoretical tools that help you to critically reflect on the social and ethical impact of digital products. Both parts will use lectures, tutorials, and labs to facilitate project-based learning.

What are job profiles related to the specialisation?

This specialisation prepares for a career in the high-growth field of UX Design, especially in the emerging area of UX for AI and Machine Learning. Related job profiles can be found in a wide range of industry sections and institutions, such as IT companies, design firms, tech startups, museums, government agencies.